



**P R E S S   R E L E A S E**

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**ITHACA, NY-BASED SMITH MARKETING SERVICES ADDS JOHN P. HOESCHELE  
TO CREATIVE DEPARTMENT**

**Previously the marketing communications & government relations manager of Anaren, Inc.  
(Syracuse, NY) – Hoeschele will develop marketing and creative strategies for the agency’s clients**

Ithaca, NY – Smith Marketing Services, based in Ithaca, NY, today announced it has hired John P. Hoeschele as Creative Director. Hoeschele will contribute to development of marketing and creative strategies for the company’s national and regional clients, which include New York Air Brake (a Knorr Bremse company), the Corning Museum of Glass, Rochester Gas & Electric, among others. Most recently, he headed the marketing communications function for Syracuse, NY-based Anaren, Inc., a \$170 million, global leader in wireless, space, and defense technology. Prior to that, Hoeschele founded and ran the Cortland, NY consulting firm Drum Creative Communications Corp, was a founding partner in Syracuse-based industrial internet start-up Bestroute.com (acquired by Orlando-based Hughes Supply), and was vice president of creative services for several CNY advertising agencies.

“I have admired John’s work for years,” said SMS founder and President Doug Smith. “He excels at developing multi-channel communications programs that grow clients’ businesses. And his experience with all facets of technical, industrial, and consumer marketing will bring great value to our current clients – in addition to strengthening our approach and appeal to new clients.”

A published writer in both trade and consumer publications, Hoeschele hails from Rochester, NY and has been resident of Cortland, NY since 1988 where he serves as the current President of the Board of Trustees for the

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Cortland Rural Cemetery, was Board President of the Lime Hollow Center for Environment & Culture, was member of the Cortland Rotary Club and Cortland Downtown Business Association, and participates in community initiatives, including TEDx Cortland. His wife, Lisa, is Executive Director of Cortland Family Counseling Services; their son, Max, is a recent graduate of SUNY Plattsburgh and their daughter, Margaret, attends Syracuse University.

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**ABOUT SMITH MARKETING SERVICES**

Located in Ithaca, NY and founded in 2000, Smith Marketing Services is a marketing communications consultancy serving a wide range of national, regional, and local B2B and consumer clients. The firm excels at building multi-faceted, advertising, publicity and direct selling communications programs that foster an environment for increased sales, and strengthen bonds with audiences vital to its clients' success. Learn more at [www.onlinesms.com](http://www.onlinesms.com)