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**P R E S S R E L E A S E****FOR IMMEDIATE RELEASE****HOESCHELE PROMOTED TO VICE PRESIDENT OF ITHACA, NY-BASED  
SMITH MARKETING SERVICES, LLC**

Ithaca, NY – Based in Ithaca, NY, Smith Marketing Services, LLC (SMS) today announced it has promoted Creative Director, John Hoeschele, to Vice President. In the new/expanded role, Hoeschele will continue to oversee the agency’s creative department and creative output for such clients as New York Air Brake (a Knorr Bremse company), the Corning Museum of Glass, Rochester Gas & Electric, and the Automotive Lift Institute, among others – as well as partner with SMS president Doug Smith in managing day-to-day operations, human resources, business development, and client service.

“Having made remarkable contributions to the SMS team since 2014, John is absolutely ready to take on additional responsibilities at the agency,” says Smith. “His strategic thinking, creative solutions, and proven ability to manage both people and projects are clear indications he’s ready and able to help the agency *and* our clients succeed and grow.”

Prior to joining SMS, Hoeschele headed the marketing communications function for Syracuse, NY-based Anaren, Inc., a \$170 million, global leader in wireless, space, and defense technology. Before that, he ran his own marketing consultancy, was a founding partner in industrial internet start-up bestroute.com (acquired by Orlando, FL-based to Hughes Supply), and held other management posts for CNY marketing companies. 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 is actively engaged in several non-profit organizations and participates in community initiatives, including TEDx Cortland. His wife, Lisa, is Executive Director of Family

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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, Smith Marketing Services is a marketing communications consultancy serving 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, differentiated products, and long-term relationships. Learn more at [www.onlinesms.com](http://www.onlinesms.com)