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**FOR IMMEDIATE RELEASE**

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### **Kineo Group Promotes Cathy Lee Auxenfans To Vice President of Business Development**

**CHICAGO, November 30, 2011** –The Kineo Group (Kineo) today announced the promotion of Cathy Auxenfans to vice president of business development, a new position at the integrated communication and branding firm. Ms. Auxenfans joined Kineo in 2009 as a senior associate focusing on strategic counsel and new business development. “Cathy is both a theoretical and practical marketing executive,” stated Jim Prendergast, managing director of The Kineo Group. “Her marketing expertise and business management acumen translate extremely well to new business development and client service.”

Ms. Auxenfans joined Kineo after completing her tenure at Exelon where she served in a number of management roles including business strategy. She has experience in a variety of industries and gives significant time to philanthropic work. Fluent in Mandarin and conversational in French, Ms. Auxenfans began her professional career in Chicago after completing Northwestern University’s Integrated Marketing Communication program.

#### **About The Kineo Group**

The Kineo Group is an integrated marketing and communications firm providing strategic counsel and execution that builds and grows brands. The Kineo Group brings experience and success to clients spanning industries from financial services to agriculture, hospitality to life sciences, sports to not-for-profits. Learn more at [www.thekineogroup.com](http://www.thekineogroup.com)

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