



**Contact:**  
Cameron McNaughton  
cmcnaughton@rcgconsulting.com  
919-732-1260

## **For Immediate Release**

### **Rojek Consulting Group Launches Automotive Industry Practice**

Cleveland, OH (February, 2009) – The Rojek Consulting Group, a nationally recognized search consulting firm helping market-driven companies to better select, manage and evaluate their marketing and advertising partners, announced the launch of an automotive industry practice.

The new practice will be headed by Rojek senior consultant Cameron McNaughton. McNaughton brings 25 plus years of agency and automotive experience that includes Mercedes Benz, Mahindra, Volvo and Audi. As the "Partner-in-Charge" and architect of McKinney's twelve-year relationship with Audi, he played a key role in re-building the Audi brand in the United States and Audi's business from 12,500 units in 1994 to over 70,000. Rojek Consulting Group also has extensive experience in the financial services category, which is a critical component of successful automotive marketing, having worked with GMAC Financial Services, and other financial service category providers.

According to McNaughton, "This is a good time to launch an Automotive Practice at the Rojek Consulting Group. At no time in recent memory has the automotive business been under more pressure. As volumes have plummeted across the board and marketing budgets have been reduced, it is essential that automotive manufacturers have powerful brand and retail marketing that take full advantage of every dollar they have to spend. The team at Rojek can help an automaker realize that goal."

The Rojek Consulting Group has spent almost twenty years working with leading marketers to manage their internal and external marketing and advertising resources more effectively. Rojek uses a number of proprietary processes to evaluate, manage and culturally align marketing partners for its clients.

"It is sometimes difficult to reconcile the differences in perspective between the manufacturer's marketing teams and their dealer partners, said McNaughton. "Rojek's proprietary CultureScan® data helps a marketer avoid hiring an agency that at first seems up to the challenge of managing these important relationships but eventually proves to be ineffective."

In 2003, McNaughton's then agency employer, McKinney & Silver won the Travelocity business, a Rojek-led agency review. "The resulting brand work and length of the relationship between McKinney and that client, which still stands today, made me a believer," concludes McNaughton.

"Rojek's industry leading expertise in cultural assessment and a complete set of proprietary disciplines and databases, combined with deep automotive experience, creates a truly unique offering for automotive marketers, said Lorraine Rojek, Founder/ President. "The wholesale restructuring that will happen as the automotive category reinvents itself will require an equally fresh look at the accountability and effectiveness of the agency partnerships, " she said. "We are subject experts to advise clients on how best to do that."

**About the Rojek Consulting Group**

The Rojek Consulting Group is a leading national marketing consulting practice dedicated to helping brand-building companies to select advertising agency resources more effectively and evaluate their performance for greater contribution and to build internal and external marketing teams that ultimately work better together to impact brand value. For more information please visit the company's web site at [www.rcgconsulting.com](http://www.rcgconsulting.com)

###