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## **Scott Lewis Associates Inc Announces New Marketing Services to Integrate Directly with Sales Strategy**

For over 35 years, Scott Lewis Associates Inc. (SLAI) has helped some of the biggest manufacturers in the automotive aftermarket industry reach new sales heights. With a vast array of distributors, resellers, and retailers in their network, SLAI has created success for their manufacturers by getting their products in front of and into the hands of these key industry partners. Now, by adding a Marketing and Branding Division, SLAI is able to offer a fully-integrated marketing strategy to enhance the reach, product awareness and exposure of their manufacturers' product lines to the end user.

To head up this marketing department, SLAI has teamed up with Rachel Speir, an experienced marketing strategist who has over 15 years specializing in developing lifestyle brands for offroad, racing and performance products. In her own words, "This is an exciting new venture for me to be a part of. The automotive industry is passion-based—I now can help coach, guide and influence an even wider range of products that will enhance the enthusiasm, comfort and enjoyment for the end user."

Randall Sosnoff, SLAI Principle, stated, "It was a simple decision to create this new arm of SLAI and bring on Rachel to lead it. We have heard from our

manufacturers that they are looking for guided marketing strategies to help them be successful. So, instead of letting our manufacturers go to an outside agency, SLAI can now offer a united sales and marketing campaign that will create the pull-through they needs for success.”

In addition to Rachel, SLAI has brought on Northwood Senior, Kaitlyn Bremer, to assist Rachel in the marketing efforts. This year she is the Team Captain for the Advance Auto Parts booth for the Northwood University International Auto Show and has experience with companies such as Penske Automotive, BCA Bearings and MEMA Aftermarket Suppliers.

SLAI is excited about this expanded service portfolio and the successes it will bring its entire network.

To get in touch with SLAI about its fully-integrated marketing services, please contact Rachel Speir at [rspeir@scottlewisinc.com](mailto:rspeir@scottlewisinc.com).