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Trefoil Group Expands Executive Leadership Team

Strategic communications veteran set to help businesses See Clearly™

MILWAUKEE (July 21, 2015) –Trefoil Group, a strategic marketing communications firm, has added Jill Schroeder as Senior Vice President of Strategy to manage the agency’s client service, public relations and content marketing teams, in addition to grow its existing account base and support new business development.

“Jill brings an intrinsic understanding of integrated communications and over 20 years of experience working on national and global brands,” said Trefoil Group Principal Mary Scheibel. “As the needs of clients continue to evolve, Jill’s deep understanding of communications strategy and integrated marketing will play a pivotal role in creating a clear vision for our clients and driving results.”

Prior to joining the firm, Schroeder served most recently as Strategic Counsel at Cramer-Krasselt, where she directed public relations strategy for the Kohl’s Department Store business. Previously, she had served as the firm’s Senior Vice President & Managing Director during which time she held management responsibility for the public relations group and a multi-million dollar account base. Additionally, she worked at Kohler Co. where she managed public relations initiatives for the company’s Kitchen, Bath & Interiors business for North America.

Her experience also reaches beyond the Midwest to Silicon Valley where Schroeder served as Director at Blanc & Otus, a technology public relations firm, developing go-to-market strategies for new technology companies. This led her to Oracle Corporation where she managed global public relations efforts for the company’s fourth line of business, Collaboration Suite.

“Trefoil Group has built its business on being a strategic partner and providing valued counsel,” said Schroeder. “They’ve differentiated themselves in this market and are in an enviable position of growth. I’m thrilled to have the opportunity to be a part of the leadership team that evolves the business within our current market expertise and beyond.”

With her leadership experience across a diverse range of markets, Schroeder is ideally positioned to lead Trefoil Group forward and further the agency's value proposition to help clients See Clearly™. This approach is designed to advance a client's vision through strategic marketing that delivers business results.

Schroeder graduated from the University of Wisconsin-Eau Claire with a Bachelor of Arts Degree in Communication Studies.

In a complex business environment, Trefoil Group provides strategic marketing communications services that help people See Clearly™. Services include communications strategy; branding and positioning; websites and digital marketing; advertising and direct marketing; public relations and social media; recruitment and internal communications and more. Trefoil Group is the Wisconsin partner of [IPREX](#), a global communication enterprise owned by an alliance of 74 partner firms with 121 offices and 1,900 professionals in 33 countries. For more information about Trefoil Group, go to www.trefoilgroup.com.

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