



S H E L T O N G R O U P

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## **Shelton Group Announces Johnson as Director, Client Consultation**

**Knoxville, Tenn.** – Shelton Group, a marketing and advertising agency focusing on the energy and green sectors, announced this week the addition of Jill Johnson as director of client consultation. Johnson will oversee the Shelton account service team for such clients as BP Solar, Andersen Windows, Vectren Energy, the American Institute of Architects and Knauf Insulation.



Johnson comes to Shelton Group from General Motors' headquarters in Detroit, where she served as marketing manager for OnStar, and later moved to Buick to serve as an advertising manager and an interactive manager. Johnson's other experience includes serving as an account supervisor at D'Arcy Advertising, working on such accounts as General Motors Service Parts Operations, Ryder Trucks and General Motors Pontiac Division. Previously, she served in various posts for Electronic Data Systems in Michigan.

With a master's degree from Michigan State University and a bachelor's degree from Oakland University, Johnson brings more than 15 years' experience in marketing and advertising to Shelton Group.

### **ABOUT SHELTON GROUP:**

Established in 1991 and based in Knoxville, Tenn., Shelton Group is a full-service marketing and advertising agency providing award-winning research, market strategy, advertising and creative services to clients across the United States. Shelton Group specializes in successfully taking energy-efficient and green products and services to market. Shelton Group independently sponsors the annual Energy Pulse national consumer study that evaluates consumer attitudes, opinions and purchasing behaviors relative to energy use and green / energy-efficient products. The study will enter its fourth consecutive year in fall 2008. [www.energypulse.org](http://www.energypulse.org) and [www.sheltoncom.com](http://www.sheltoncom.com)

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