



**PR ETC.**

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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### **PR Etc. Account Executive Added to Staff**

**Rockford, IL. (September 22, 2011)** — PR Etc. today announced that it has hired Wiquas Hussain as account executive. In this role, Hussain will be responsible for overseeing the strategic marketing initiatives and implementation for PR Etc.'s new client, Alkoblan, a manufacturer of pipes and pipe fittings that serves markets in Saudi Arabia, India and Pakistan. Hussain's experience is in sales, business development, customer relationship management and online marketing strategies.

Prior to joining the team at PR Etc., Hussain was with T-Mobile U.S.A Inc. where he was responsible for marketing, sales training and end-to-end business operations for T-Mobile products and services. Hussain also was a marketing consultant for City Square Land Development in Hyderabad, India. He began his career in sales and as a business-to-business consultant in the cell phone industry.

Hussain earned his bachelor's degree in business administration from the Institute of Computers and Business Management in Hyderabad, India. He has an extensive information technology background and is certified in Business Analysis and System Application and Product – CRM.

“Wiquas' unique capabilities will be a tremendous asset to our team and overseas clients,” said PR Etc. President Rebecca Kopf. “We are excited to have him join our team as we continue to expand our client base.”

PR Etc. ([www.pretc.net](http://www.pretc.net)) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Racine and Madison, WI.

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