



# The Cervantes Group Press Release

## Subject: The Cervantes Group Hires New Vice President of Marketing

Chicago, IL – May 6, 2022

The Cervantes Group is pleased to welcome Jen Mancini as the new Vice President of Marketing. She will be continuing the development and implementation of The Cervantes Group's global marketing, media, advertising and brand strategies.

Mancini brings over 15 years of Marketing, Branding and Advertising experience. She started in the industry as a Marketing Technical Writer at Johnsons Controls in Milwaukee, WI. Next, she spent the majority of her career at CDW as an integral managing member of the Marketing and Advertising department. At CDW, Mancini was responsible for media planning and advertising execution of CDW's national and local advertising campaigns including TV, print, radio, online and other special projects and events. She was in charge of maintaining the integrity of the CDW brand strategy throughout all media vehicles. "I am thrilled to be joining the marketing and branding community of The Cervantes Group. I am excited for the opportunity to bring old-fashioned hard work coupled with my expertise to another fast-growing company that has a clear vision for success" Mancini states.

She will report into the Chief Strategy Officer, Jorge Resto Moran, and will work with The Executive team to roll out new SaaS solutions, and integrating Social Media and traditional Media campaigns. "I couldn't be happier that Jen has joined our team. She is smart, highly trained in the art and science of Marketing and Media and knows tech – we speak the same language" says Resto Moran. President Joanna Bauza acknowledges, "about time we brought this high-end exec to our team. I am looking for her insight and can-do attitude to bring us to the next level. That is what Jen really does, she brings corporations to faster business results and with her elegant touch.

## About Us

The Cervantes Group is a fast growing, market-driven technology services and talent acquisition company well equipped to understand and anticipate evolving business challenges that leverage technology services and management talent. The Cervantes Group helps companies manage daily challenges that arise due to economic fluctuations and different business cycles while also helping to control costs and improve productivity by providing only the highest quality IT professionals and management. Additional information can be found at: [www.thecervantesgroup.com](http://www.thecervantesgroup.com).

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