



Starr Tincup vice president promoted to new role within firm

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Marketing firm vice president Jose Guerra takes on new position to ensure client and employee satisfaction

PR9.NET January 16, 2007 - FT. WORTH, Texas – Starr Tincup, an integrated marketing firm for business-to-business software and services companies, today announced the promotion of vice president Jose Guerra to a position that focuses on client satisfaction and retention.

In his new role, Jose will ensure that each client has a solid strategic and tactical plan that coordinates with Starr Tincup's available resources and that the firm is capable of delivering on the plan with the highest quality possible and in a timely manner. He will also make certain that the firm maintains regular communication with clients so all can be best served by their account managers. These measures are meant to ensure client satisfaction on every level.

"When creating this new position, we wanted to promote from within the company," said J. William Tincup, principal and co-founder of Starr Tincup. "Jose was the right choice because he has the right skill set, experience and training, and he has a way of making everyone perform better."

Jose's new position will also focus on maintaining effectiveness and efficiency within the firm and assisting the needs of all account managers so they can provide each client with the best service possible. This aspect of Jose's role will facilitate the firm's relationships with clients by ensuring satisfaction on all sides.

"Jose's experience and talent are well matched with the requirements of this position," said Bret Starr, principal and co-founder of Starr Tincup. "He is process-oriented, he has quality M.B.A. experience, and he is an efficiency expert."

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About Starr Tincup

Starr Tincup is an integrated marketing firm for business-to-business software and services companies. We help clients market smarter so they drive more revenue with better marketing ROI. Our scope of services includes consulting and planning, market research, sales and marketing infrastructure implementation and marketing program execution.

For more about Starr Tincup, visit their website at www.starrtincup.com or read their blog at <http://starrtincup.blogspot.com>.

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