

NEWS RELEASE

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For Immediate Release

**AUTOMOTIVE VETERAN STEPHAN SCHROEDER JOINS GROWING
AUTOMOTIVE TEAM OF MARKET STRATEGIES INTERNATIONAL-MORPACE**

FARMINGTON HILLS, MI – Market Strategies International-Morpace announces today Stephan Schroeder, an experienced automotive specialist, joins their ever-growing [Automotive Team](#) as vice president of business development.

“With more than 25 years in the automotive industry, Stephan will be a great asset to our team,” said Jason Mantel, senior vice president of automotive at Market Strategies International-Morpace. “Having worked extensively in research and consulting internationally, he will bring a depth of perspective to our expanding client base in the U.S. and Europe.”



Prior to joining Market Strategies International-Morpace, Schroeder held leadership positions in business development and client services at Deloitte Consulting, J.D. Power, Urban Science, and the Tweddle Group, where he was responsible for driving growth across a broad range of research, consulting, and information services.

At Market Strategies International-Morpace, Schroeder will be a member of the Automotive Growth and Innovation Team, working to expand relationships, in particular with European clients in the U.S. and Europe. His experience and strong background in prevalent and emerging automotive topics – including connectivity and autonomy– will aid development of new solutions around big data, connected services, and advanced analytics.

Schroeder earned his Bachelor of Business Administration at Wayne State University in 1992, and started his career as a business consultant in Bad Homburg, Germany.

About Market Strategies International-Morpace

Leading market research firms [Market Strategies International](#) and [Morpace](#) bring clients closer to their customers through exceptional insights. The firms specialize in brand, customer experience, product development and segmentation research, and are known for blending primary research with data from syndicated, benchmarking and self-funded studies to help clients succeed. They have earned the trust of many of the world’s top brands across the automotive, consumer & retail, energy, financial services, health, technology and telecommunications industries. Market Strategies and Morpace are combining into one firm, as part of an acquisition of both firms by STG, and will be rebranded under a new name to be announced later in 2018. With more than 450 research professionals, the collective firm is now the 15th largest market research firm in the US and top 25 globally.