

Erica Kulhanek Joins Brake Parts Inc as Brand Marketing Specialist

MCHENRY, III. – Sept. 4, 2014 – Erica Kulhanek has joined Brake Parts Inc (BPI) as brand marketing specialist, it was announced today by Bruce M. Tartaglione, senior vice president global marketing and sales.

“We welcome Erica to the Brake Parts Inc team. As brand marketing specialist, she will work closely with Kristin Grons, our new brand marketing manager, to champion the Raybestos brand and manage key projects that are critical to increasing sales and profitability,” said Tartaglione. “Erica’s creativity and experience will strongly enhance the Brake Parts team.”

Among her responsibilities, Kulhanek will develop integrated marketing communications plans to increase awareness for Raybestos® brand brakes, work with associates across all departments to develop communications materials and manage marketing campaigns, social media content and promotional programs to drive demand, increase sales and reach key target audiences including buying groups, distributors, jobbers and technicians.

Kulhanek has 12 years of experience in client consulting, marketing, design and project management with several advertising agencies in Michigan, as well as a Fortune 500 corporation. Most recently, Kulhanek worked as a graphic designer and marketer, developing branding, print campaigns, trade show graphics, publications, websites and social media for businesses. Her experience also encompasses three years with the Michigan Fitness Foundation/Michigan Nutrition Network as the creative and publication manager and four years with Dish Network as a marketing specialist.

A graduate of Kendall College of Art & Design of Ferris State University, Kulhanek earned a bachelor of fine arts degree in visual communications. She also graduated from Leadership Shiawassee, a nine-month leadership program for existing and emerging leaders of the business community, provided through the Shiawassee, Michigan Chamber of Commerce.