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**GLOBAL EMERGENT AND INTELLITRENDS PARTNER TO PROVIDE STRATEGIC COUNSEL FOR AUTOMOTIVE COMPANIES, ORGANIZATIONS**

**TROY, Mich.** March 17, 2011—Global EMERGENT and Intellitrends LLC announced a strategic partnership intended to provide expertise to established and emerging companies navigate the shifting landscape of the automotive industry.

Herb Everss, president of Global EMERGENT and Keith Stone, executive vice president of Intellitrends LLC, have combined their efforts and unique skill sets to provide guidance and support for companies in the auto, truck, market segments, providing strategic direction, overall organizational effectiveness and experience based advice on improving short-term performance by helping clients turn around profit declines, reorient their product/market strategies, cut costs, and penetrate new markets to name a few of their focus areas.

“They’re a dynamic team, each bringing a different set of skills to the table; one from an auto supplier perspective and the other from the research/marketing side. Their knowledge of the industry will be beneficial to any automotive company making strategic business decisions,” said Bill Kozyra, chairman, president and CEO of TI Automotive.

Everss was a co-founder of the Society of Automotive Engineers (SAE) Automotive Resources Institute (SAE-ARi), a diverse network of certified auto industry experts. While serving as director for this organization, Everss provided a host of successful consulting services, drawing from an expansive network of subject matter experts that will continue to serve as a source for new engagements in this newly formed collaboration.

Stone and his team at Intellitrends have been successfully providing market intelligence and interpreting the results for over 21 years. Stone, with his background steeped in software technology guiding corporate operations brings a deep insight into best practices, customer and consumer insight and market knowledge that form the foundation of go to market strategic plans.

“After working together at ARi, it was only natural for our association to continue to develop,” said Everss. We both have gained a tremendous respect for each others energy and expertise that we are compelled to join forces for the benefit of those companies wishing to grow in this changing industry. “There are some exciting changes in the industry and we are committed to helping our clients take advantage of these changes.” continues Everss.

Everss and Stone have proven extensive knowledge in both the supplier network and software technology operations. Everss, former president and CEO of Mannesmann VDO, has 35 years of international experience in the automotive industry, providing consultation to a number of automotive suppliers and SAE for the last eight years.

Based in Troy, Mich., **Global EMERGENT** is a results-driven strategic business development company focused on bringing European and Asian automotive suppliers to the North American market and aiding the expansion of North American automotive businesses. For more information on Global EMERGENT please visit: [www.globalemergent.com](http://www.globalemergent.com).

Based in Clarkston, Mich., **Intellitrends, LLC** provides extensive research and business strategies established and emerging companies to move forward sensibly and efficiently. For more information on Intellitrends LLC contact Keith Stone at [www.intellitrend.com](http://www.intellitrend.com)

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