

n u f f e r

s m i t h

t u c k e r

public relations

Contact: Sarah Czarnecki
Nuffer, Smith, Tucker
619/296-0605, ext. 253
sec@nstpr.com

NUFFER, SMITH, TUCKER GOES INTERNATIONAL

Agency Opens First Binational Office in Tijuana and Announces Hiring of Additional Staff

SAN DIEGO – Nov. 15, 2016 – Building on its existing roster of clients and its history of building relationships in the San Diego-Tijuana region, Nuffer, Smith, Tucker announces the opening of its first office in Tijuana, Baja California and the addition of two new staff members to its existing bilingual, bicultural team.

For the past two years, Nuffer, Smith, Tucker’s position within the binational region has been a source of inspiration for new opportunities to benefit clients based in the U.S. and Mexico alike. The connection of San Diego and Tijuana’s economies, people, and flow of goods and services provides the perfect environment for public relations. Nuffer, Smith, Tucker has adapted its dedication to strategy and storytelling to provide culturally appropriate services for a host of new audiences and client work in Mexico.

“We are thrilled our dedication to our binational clients and authentic engagement with audiences on both sides of the border has allowed this facet of Nuffer, Smith, Tucker’s work to grow at the rate we have seen,” said Nuffer, Smith, Tucker President Bill Trumpfheller. “By having a physical presence on both sides of the border we will be able to provide more comprehensive, culturally appropriate services to our clients and contribute our own agency’s experiences to the discussion of the San Diego-Tijuana region and its potential.”

The agency’s Tijuana office is located in Zona Río, the city’s main business district, in the Torre Cosmopolitan, the first building in Baja California to be certified as LEED Platinum in the core and shell category.

The agency has also added two new staff members, Kathia Bustillos and Analicia Luken, to its existing team of binational and bicultural communications professionals.

- more -

n u f f e r

s m i t h

t u c k e r

public relations

Fluent in both Spanish and English, they will be based in the agency's new Tijuana office.

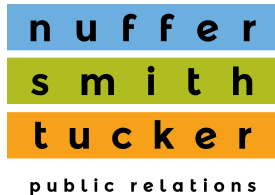
“In order for this office to provide the resources and expertise needed to help tell the incredible growth stories coming out of the San Diego-Tijuana region, we knew it was important to hire a staff who have a deep understanding of the region and share our love for telling our clients' stories, “ Trumpfheller said. “We couldn't have put together a better team than Kathia and Analicia to build the foundation of our future in Tijuana.”

With more than 32 years of experience in the communications, entertainment and information business, Bustillos joins Nuffer, Smith, Tucker as the general director of the Tijuana office. Most recently, Bustillos served as the general director for Televisa Baja California, managing the stations in Tijuana, Ensanada and Mexicali. She was the first female to be appointed as a general director in the history of the company and brings that experience and understanding of regional media to bear for Nuffer, Smith, Tucker's clients. She received a bachelor's degree in business from Universidad Iberoamericana and a master's degree in business administration, with emphasis in strategic management, from the United States International University.

Luken joins the agency as an account coordinator. Fluent in Spanish and English, Luken has diverse communications experience in both Mexico and the U.S. She began her communications career as a radio broadcaster for Radio UDEM 90.5 in Monterrey, Nuevo León, and interned for the Frontera newspaper in Tijuana. In the U.S., she recently provided customer service and digital support for Uber San Diego. Luken earned a bachelor's degree in communication and information science from the University of Monterrey and went on to earn an integrated digital marketing certificate from the University of San Diego.

About Nuffer, Smith, Tucker

Nuffer, Smith, Tucker is an award-winning public relations and interactive firm headquartered in San Diego with a binational office in Tijuana. The firm offers a spectrum of services backed with more than 42 years of hands-on experience to help its clients from the U.S. and Mexico explore how relationships, conversations and



storytelling are strategically formed into solutions to help achieve their business goals. Nuffer, Smith, Tucker is a partner in The Worldcom Public Relations Group, the world's leading collaborative of global public relations firms. For more information about Nuffer, Smith, Tucker, visit nstpr.com or the firm's Facebook page, [Facebook.com/NSTPR](https://www.facebook.com/NSTPR).

#