



NTH Consultants, Ltd.  
Professional Engineering and Environmental Services



## **Veteran Marketing Professional**

### **Bill R. Reader joins NTH**

NTH Consultants is pleased to announce that Bill R. Reader, a 12-year marketing veteran, has re-joined our Corporate Marketing team.

With a significant marketing research and marketing management background in construction and automotive-related fields, Bill has studied a wide variety of business-to-business and business-to-consumer topics. Specializing in product design evaluations and new product introductions, he has conducted over 300 consumer focus groups and managed dozens of large-scale marketing initiatives for fortune 500 companies.

As NTH's Corporate Marketing Director, Bill will lead the company's marketing efforts by applying his unique skills and talents to his new role. Bill is returning to NTH after having served as the company's Marketing Coordinator nearly 14 years ago! We welcome Bill back to the NTH family, and look forward to his unique contributions to the corporate marketing team!

Bill can be reached at our Farmington Hills office at **(248) 553-6300** or [breader@nthconsultants.com](mailto:breader@nthconsultants.com)

Headquartered in Detroit, Michigan, NTH is a 240-person firm operating offices in Michigan, Pennsylvania, and Ohio. The firm provides a wide range of professional services in infrastructure and environmental engineering.