



## Media Pitch

Delivered to Reporters in April 2019



**Subject: C-Suite On The Assembly Line**

Good afternoon [REPORTER],

I work with Magna International, the largest automotive supplier in North America, and am reaching out to gauge interest in a story about one of Magna's top HR executives. Kimberly Murry truly revolutionized how employees at Manga interact by requiring that all top-level executives spend time working on the assembly line with the rest of the company's team. This new command structure, along with an open-door policy, frequent employee surveys, and emphasis on diversity have created a more positive and productive environment at Manga. I believe there's a lot your readers can take away from this story. If you are interested in interviewing Kimberly Murry for a feature please reach out to me at [jguzman@stratacomm.net](mailto:jguzman@stratacomm.net) or xxx-xxx-xxxx.

Best,  
Jeffrey Guzman