



# MPT

## Modern Pumping Today® Partners with Pump Industry Specialist to Build Brand, Boost Content

### MPT Engages Michelle Segrest as Editorial Consultant

**BIRMINGHAM,** Alabama, (July 28, 2015) – With the launch of a slick, professional new design and re-branding drive, Modern Pumping Today (MPT) has further boosted its commitment to build its brand and provide exceptional content with the addition of Business Discovery Group's Michelle Segrest as an Editorial Consultant.

For the past eight years, Segrest was the brand ambassador and editor-in-chief of Pumps & Systems. During her tenure with the company, Segrest was successful in leading the teams that launched three trade brands, one of them on the international market. She was responsible for initiating and leading the charge on many projects that helped to increase the overall brand profile. Meet Segrest and the MPT team at Booth 1246 at PumpTurbo 2015, Sept. 14-17, at Houston's George R. Brown Convention Center.

"We are very proud to have Michelle contribute to the MPT team," says Tim Garmon, CEO and president of Highlands Publications. "Her enthusiasm and passion for the pump industry is well known among manufacturers, end-users, and everyone in between. This is the next step in a bright future for MPT!"

Segrest is VP Marketing Services for Business Discovery Services, an innovative international sales service and consulting company, and has 25 years of experience as a professional journalist and brand builder.

She has been a frequent speaker at national industry events. In May, she was the opening speaker at the historic Water Technology & Funding Summit in Pasadena, California. She has covered high-profile pump industry events in five countries on three continents.

"Michelle's wealth of knowledge and experience is a welcome addition to MPT's editorial direction," adds MPT editor J. Campbell. "Our readers can expect greater in-depth coverage on issues they face in the field as well as value-added content from a voice they can trust!"

#### **ABOUT MODERN PUMPING TODAY**

Modern Pumping Today (MPT) is a national publication designed to keep the industrial pump, fluid flow, and rotating equipment markets engaged and informed. Our articles address the key issues for the broad range of pump-reliant industries in every issue. The mission of Modern Pumping Today is to provide a blend of technical and educational-based insight, essential reading for the pump industry professional.

#### **ABOUT BUSINESS DISCOVERY SERVICES GROUP**

Business Discovery Services offers a wide range of consultancy expertise to develop, market and brand international businesses. BDS is committed to helping SMBs and B2B publications reach the next level and unlock new opportunities. BDS has offices in the U.S., Germany and the Czech Republic. [www.business-discovery-services.com](http://www.business-discovery-services.com). The Marketing Services Division is led by Michelle Segrest and uses her extensive experience in marketing, editorial strategy, storytelling and brand building to help B2B publications accelerate their messaging acumen and leverage profitable projects that will also drive traffic and boost brand awareness. Segrest is based in Birmingham, Ala., and can be reached at [michelle.segrest@bdsgroup.de](mailto:michelle.segrest@bdsgroup.de). ♦