



**Contact:**

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**For Immediate Release**

**Berks County-based Edge Insights Announces  
Jennifer Dietz as Director of Communications**

**West Lawn, PA, July 9, 2014...** Edge Insights, Inc. today announced it has hired Jennifer Dietz as Director of Communications. In her position, Dietz will be responsible for all areas of internal and external communications for Edge Insights. She will also manage the publicity and marketing strategies for the organization including web-based and social media expansion and development.

Edge Insights provides clients with a significant reduction in waste, electric, natural gas and telecommunications expenses. In her role, Dietz will focus on conveying to all audiences the importance of partnering with a utility and waste expense reduction company that is 'success-based.' She will also help educate potential clients as to how reducing utility and waste costs can drastically impact an organizations' bottom line.

Dietz's communications, marketing and publicity experience spans two decades. In previous positions Dietz has created, managed and implemented strategic marketing and communications plans for non-profit and for-profit organizations. Her experience includes event planning, national media placements and in-market publicity for a wide variety of clients.

"I am very pleased to have Jen on our team. She brings to our company and our clients a great deal of experience. We are looking forward to having Jen contribute to our growth and guide our marketing efforts," commented Emmett Lien, President of Edge Insights.

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**About Edge Insights**

Online at [www.EdgeInsights.com](http://www.EdgeInsights.com), Edge Insights (Formerly UtiliTech) is a national leader in cost reduction services. Edge Insights offers risk-free, proven methods for reducing costs related to utilities, telecom, waste removal and recycling, shipping and transportation, wireless device management and sales and use taxes. Clients include for-profit and non-profit organizations in industries such as manufacturing, government, healthcare, education, retail and others. Call today: 800.238.6753.