



## Porsche Cars North America appoints new Corporate Communications Manager

**08/08/2023** Jarred Hopkins will lead corporate communications in the U.S. Jarred Hopkins will lead corporate communications in the U.S.

**Atlanta.** Porsche Cars North America has appointed Jarred Hopkins as the Corporate Communications Manager as key part of the Atlanta-based communications team.

In his new role, Hopkins will oversee all corporate-focused communications for Porsche in the United States, and report directly to Angus Fitton, Vice-President of Public Relations.

Hopkins previously held the position of Corporate Communications Manager at The Orchard, a subsidiary of Sony Music Entertainment. Prior to that, Hopkins was the Public Relations Manager at the Apollo Theater in New York – a position he took up after transitioning to the East Coast. In total, Hopkins has worked in PR for 11 years and brings with him a degree in journalism from the Missouri

School of Journalism. Supporting him on the corporate communications team at PCNA are Jennifer Bixler and Marcus Garner. Hopkins's appointment is effective immediately.

Jarred Hopkin's predecessor, Marcus Kabel, has moved, after five years with PCNA, to a new role within the wider Volkswagen Group in Europe.

## MEDIA ENQUIRIES



### Jennifer Pifer Bixler

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