



Original Equipment Suppliers Association **NEWS RELEASE**

For Immediate Release

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OESA Executives on The Move



Ginger Juncker
Vice President, Programming



April Buford
Executive Director
Marketing & Communications

SOUTHFIELD, Mich. (Fed. 17, 2021) – OESA is pleased to announce the advancement of two long-term colleagues and executives, Ginger Juncker and April Buford. Juncker has been promoted to vice president, Programming, and Buford serves as OESA's executive director, Marketing and Communications.

Juncker has built a career in project management and organizational development in the automotive sector. She is responsible for overseeing OESA events and councils and leads the following peer group councils: Human Resources, Legal Issues, and Warranty Management. She serves as project lead on many OESA events.

Juncker holds a Master of Science in Interdisciplinary Engineering from Purdue University, a Master of Business Administration from the University of Michigan-Dearborn, and a Bachelor of Science in Engineering from Michigan State University.



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Prior to joining the organization in 2014, Buford built a career in marketing and corporate communications at Urban Science, Steelcase, Ford Motor Company, and Quicken Loans. She served as the Senior Director of Communications for OESA.

In this new role, she is responsible for brand management, digital marketing, public relations, and event marketing. Presently, she leads the MarComm Executives Council and plays a supportive role for the Automotive Public Relations and Human Resources Councils. Buford received her Master of Business Administration from Cornerstone University and Bachelor of Arts in Journalism from Central Michigan University.

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