



## **STERLING-RICE GROUP WELCOMES NEW EMPLOYEES**

***New Additions Support Rapid Agency Growth, with More Active Searches Currently Underway***

**August 31, 2010, BOULDER, Colo.**—Sterling-Rice Group (SRG), a veteran Colorado brand strategy, innovation, and communications firm, recently announced the addition of five new employees to the company's growing roster. These new hires are the result of a booming year for SRG, stemming from the signing of over 13 key client accounts since January, including ConAgra, Ruiz Foods/El Monterey, Rudi's Organic Bakery, NatureSweet tomatoes, Kerry Group/Oregon Chai, Tervis Tumbler, Rubbermaid, and others.

And with four active searches underway, Sterling-Rice Group continues to seek more talent to add to their team. Advertising, research, and branding professionals are encouraged to visit the firm's website to learn more about the positions currently available and to send their resumes, cover letters, and salary requirements to [jobs@srg.com](mailto:jobs@srg.com).

SRG is proud to welcome:

**Mike Swainey, Senior Account Director:** Mike hails from SBC Advertising in Columbus, Ohio where he was a group account director on a number of B2B and B2C brands, including AAA and Subway. His experience in the realm of building and construction materials makes him a perfect fit for several pieces of SRG's business, including Johns Manville. Prior to that, Mike worked in several agencies around the Midwest including Doner, Northlich, and Ross Roy Communications. A Miami University (Miami of Ohio) alum, Mike has a passion for hockey, camping and the great outdoors.

**Jordan Coombs, Interactive Art Director:** Jordan most recently honed his digital design skills at nearby Crispin Porter + Bogusky as a senior digital artist working on the Old Navy, Best Buy, Burger King and Microsoft accounts among others. His concentrated experience with web design and multimedia production make him a great addition to SRG's creative team. Before arriving at Crispin Porter + Bogusky, Jordan worked at a transportation start-up called Greenride Colorado where his integrated marketing campaigns helped significantly grow the company's revenue. Jordan is a graduate of Colorado State University where he received his B.F.A. in graphic design.

**Killian Grant, Interactive Developer:** Killian comes to the growing digital practice at Sterling-Rice Group from Denver-based Morey Evans Advertising, where he served as an Art Director and Developer on the Vehix, Good Times, and Elastic Lab accounts. His work has been recognized by Create Magazine, the W<sup>3</sup> Awards, and the prestigious Webby Awards for outstanding digital campaigns. A long-time Colorado native, Killian brings new energy for digital design and development to the SRG roster.



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**Amanda Hand, Account Manager:** Most recently, Amanda sharpened her account management skills at Epsilon working on campaigns for several consumer brands including Meredith Publishing, Sony, Palm, Patagonia, and HP as an account executive. Before that, she spent several years with Young & Rubicam working on the Lincoln Mercury account in both Denver, Colo., and Dearborn, Mich. She received her B.A. in Business Administration from Fort Lewis College in Durango, Colo.

**Michelle Havemann, Interactive Production Coordinator:** Michelle's last position before joining SRG was at Meredith Corporation in Des Moines, Iowa, where she was an assistant creative services manager on the Nestle Gerber Account. During her time there, she learned the ins and outs of trafficking major jobs from concept to final implementation, gaining valuable experience in the consumer packaged goods industry. Michelle graduated from Drake University with a B.A. in Journalism.

#### **ABOUT STERLING-RICE GROUP**

Headquartered in Boulder, Colo., Sterling-Rice Group is a global leader in integrated brand strategy, innovation, and communications. SRG was founded in 1984 and employs more than 125 professionals. SRG works with numerous leading consumer packaged goods companies, as well as representing many other notable product and service firms in foodservice, retail, consumer hard goods and durables, hospitality, finance, healthcare, and technology. With a deep bench of culinary expertise, SRG has counseled and supported seven of the top 12 food manufacturers in the country. Sterling-Rice Group has been recognized as a "Best Place to Work" by Colorado Biz in 2009, a tribute to the internal culture of the company.

Visit [www.srg.com](http://www.srg.com) for more information.