



## STERLING-RICE GROUP ANNOUNCES NEW ADDITIONS TO ITS GROWING ROSTER

Sterling-Rice Group (SRG), a veteran Colorado brand strategy, innovation, and communications firm known for its work with Fortune 100 firms as well as early-stage entrepreneurial start-ups, is growing despite a challenged economy, bucking job-loss trends as it continues to add talent to its team.

Here are just some of the key recent hires:

**Mae Cheng, Account Director:** Mae comes to Sterling-Rice Group from Grey Worldwide's headquarters in New York City, where she was an account supervisor. While at Grey, Mae managed client relationships for 3M's consumer and office business division and JM Smucker's brands, including Smucker's Jams and Jif Peanut Butter. She received a B.S. in business administration and a B.S. in psychology from Carnegie Mellon University.

**Olivia Omega, Sr. Account Manager:** Olivia returns to Sterling-Rice Group after a hiatus in which she served as an independent marketing and PR consultant for a number of local Denver/Boulder organizations. Olivia now lends her expertise to Bernina, developing and executing communications strategies for the sewing machine manufacturer. A long-time Boulder resident, Olivia received a B.S. from the University of Colorado Boulder's Leeds School of Business.

**Aimee Lutz, Interactive Designer:** Aimee joins the digital practice at SRG from WDDG in New York City, where she was an interactive designer. While at WDDG, Aimee worked to create engaging interactive websites for Lola Marc Jacobs, Daisy Marc Jacobs, and PBS's Electric Company. Prior to WDDG, Aimee freelanced for several New York agencies, including Ogilvy & Mather. She received a B.F.A. in advertising/art direction from Pratt Institute.

**Surf Melendez, Sr. Art Director:** Surf hails from the creative waters of Crispin Porter + Bogusky. While at CP+B, Surf worked on several accounts, including Coke Zero, Burger King, and Microsoft. He brings that unique line of thinking to the SRG client lineup. When he isn't conceptualizing the next big thing or adding to his shrunken skull collection, he is cheering on his Florida Gators.

**Miguel Hernandez, Copywriter:** Miguel comes to SRG from Y&R Chicago, where he worked on the digital side of brands such as Sears, Craftsman, and Kenmore. He holds a B.A. in film from Columbia College Chicago and studied copywriting at the Miami Ad School. His work has been recognized by CA, Creativity, Archive, Graphis, WMA-WebAward, NY Art Director's Club, and Clio.

### 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 100 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.

Advertising, research, and branding professionals are encouraged to visit Sterling-Rice Group's website to learn more about the positions currently available.

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

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