



NEWS RELEASE  
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**Davis Branding & Marketing  
Hires Senior Marketing Strategist to  
Oversee its Account Services Team**

DENVER, COLO. (May 11, 2010) — Davis Branding and Marketing, a Denver-based, independent, women-owned, marketing, advertising and branding firm, announced today it has hired Mary Murphy as its Director of Account Services. Mary joins Davis from The Children's Hospital, where she led the planning, management and implementation of the customer relationship management programs and segment and service line marketing in addition to many of the transition projects during The Children's Hospital's move in 2007. She also led and developed social media initiatives. Prior to her work at The Children's Hospital, she led national and international brand management while in the footwear industry, advertising efforts for Ford Motor Company and created and led initiatives aimed at local and international charities while managing a foundation.

In her new role, Mary will oversee the Account Services team, focusing on improving client experiences and achieving their business objectives. Mary is an expert at applying research

insights to program planning and execution with the goal of developing customer relationships to improve loyalty and change behavior. She has expertise in all areas of marketing from strategy development through execution and measurement.

“Mary is a dynamic marketing professional who brings her results-oriented approach and rich knowledge of healthcare and consumer marketing to Davis. We are thrilled to have her on the team,” said Andra Davidson, partner, Davis Branding and Marketing.

#### About Davis Branding and Marketing

As an independent, women-owned, marketing, advertising and branding firm, Davis Branding and Marketing creates award-winning campaigns and advertisements for prominent Colorado education, healthcare and non-profit organizations. Recognized for unparalleled collaboration, innovative ideas, and radiant creativity, Davis is proud to have served the Denver community for more than twenty years. For more information visit: [www.thinkingdavis.com](http://www.thinkingdavis.com), or call 303.399.8111.

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