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**FOR IMMEDIATE RELEASE**

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**RAUSCHER JOINS GBSM**

DENVER – GBSM, Inc. announced today it has hired integrated corporate marketing and communications specialist Colleen Rauscher as a Senior Associate.

“We are thrilled to have Colleen join our firm,” said John Baron, president of the Denver-based management consulting, strategic communications and public affairs firm. “Her proven talent and experience will greatly benefit our clients.”

Rauscher joined the GBSM team on March 1, 2010, and brings with her over a decade of communications experience. In her new position, she will manage the strategic direction and implementation of several clients’ communication needs, including a social marketing campaign for the Delta Dental of Colorado Foundation.

Prior to joining GBSM, Rauscher worked as an independent marketing consultant in the alternative energy and hospitality industries, helping clients articulate complex technical concepts, define their market niche and build well defined brand identities. Rauscher also served as a Regional Marketing Associate for Whole Foods Market, where she worked on seasonal campaign development, and supervised staff in 33 stores and four states in the Rocky Mountain Region. She was recognized by the Global Consumer Research group for her work using customer data and demographic information to create innovative market strategies.

Rauscher began her career in New York City working for dotcom start-ups and advertising agencies. She moved to Denver to work in the meetings and incentives arena, with clients including Eli Lilly, Schering-Plough, Ameritrade, AstraZeneca Pharmaceuticals, and 3M Corporation.

**ABOUT GBSM**

GBSM is a strategic communications, public affairs and management consulting firm with a 24-year track record in helping organizations successfully address business growth, organizational change, stakeholder engagement, issues management and crisis response. The firm is deeply experienced in business management, public relations, journalism, leadership development, government, law, marketing, politics and community affairs. More information is available on GBSM’s website: [www.gbsm.com](http://www.gbsm.com).

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