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MICHELE AMES, STRATEGIC COMMUNICATIONS EXPERT, JOINS GBSM

DENVER – GBSM, Inc. announced today that Michele Ames, special assistant to the Chancellor at University of Colorado Denver and former *Rocky Mountain News* reporter, is joining GBSM as a Senior Associate. Ames had previously worked for GBSM prior to joining the University of Colorado Denver team in 2007.

“We are thrilled to have Michele as part of the GBSM team once again,” said John Baron, founder and president of the Denver-based strategic communications, public affairs and management consulting firm. “Her expertise in strategic communications, crisis communications, and media relations will be invaluable to our firm and our clients.”

Ames brings with her nearly 20 years of experience with news media, working on both sides of the desk, in addition to 10 years of general communications consulting experience. Prior to GBSM, Ames worked for the University of Colorado in several different roles. In her most recent position, she provided strategic communications and speech writing for the University's executive team as well as support for the institution's internal and external communications efforts. Her previous experience includes work as an award winning political reporter for the *Rocky Mountain News* and the *Colorado Springs Gazette* covering both state and federal government including many healthcare-related policy issues.

Michele received her bachelor's degree in English and Political Science from Wittenberg University in Springfield, Ohio and her master's degree in Journalism from the University of Minnesota in Minneapolis.

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.

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