



## FOR IMMEDIATE RELEASE

### Lambert, Edwards & Associates Announces Promotion

**Grand Rapids, Mich. – March 30, 2015** – Lambert, Edwards & Associates (LE&A), one of the nation's top-15 investor relations firms and Michigan's largest public relations and public affairs firm, today announced the promotion of Jeremy Bakken to Senior Director.

Bakken, a nearly-10 year veteran of LE&A, is responsible for managing a variety of consumer-focused accounts for the firm. Over the course of his career, he's had the opportunity to work with a diverse set of clients serving a variety of industries including retail, consumer goods, office furniture, workforce development, home accents, textiles and public transportation. Bakken offers a wealth of experience in strategic communications planning, media relations, special event planning and coordination, and community relations.

Prior to joining LE&A, he spent five years as an account manager for Straightline Public Relations, the former PR-arm of Hanon McKendry/Do More Good, which was acquired by LE&A in 2005. Bakken was responsible for managing marketing functions, organizing community relations, coordinating special events and conducting media relations for a variety of local, national and international accounts.

Bakken earned a bachelor's degree in advertising and public relations from Grand Valley State University. He is currently volunteers as a board member for Celebration on the Grand and as the Public Relations Chair and a member of the Wyoming Community Enrichment Commission.

#### About Lambert, Edwards & Associates

LE&A ([www.lambert-edwards.com](http://www.lambert-edwards.com)) is a top-10 Midwest-based PR firm and a top-15 investor relations firm nationally with clients based in 20 states and six countries. As Michigan's largest PR firm – with offices in Grand Rapids, Lansing and Detroit – LE&A serves middle-market companies and national brands across a wide array of industries and is the state's largest bipartisan public affairs firm. LE&A has posted 15 years of growth, been named *PR Week* and *PRNews* Small Firm of the Year, honored as an Edward Lowe "Michigan 50 Companies to Watch," and earned *Crain's* "Michigan's Healthiest Employers" and "Coolest Places to Work" awards. LE&A is also a global partner in PROI Worldwide, the largest partnership of independent PR firms in the world spanning 120 cities on five continents. Follow us on [Facebook](#) and on Twitter [@LambertEdwards](#).

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