



## FOR IMMEDIATE RELEASE

### Lambert, Edwards & Associates Announces Statewide Promotions

**Grand Rapids, Mich. – Aug. 5, 2015** – Lambert, Edwards & Associates (LE&A), one of Michigan’s top-ranked public relations agencies and the state’s largest investor relations and public affairs firm, today announced the promotions of **Tiffany Jones** to Senior Director, and **Amanda Passage** and **Renee Ketels** to Director.



**Tiffany Jones** has been promoted to Senior Director and also will assume the role of Detroit Office Head. In her new position, she will lead the firm’s expansion efforts in the Detroit market, including community initiatives, and she’ll serve as the point person for LE&A’s internal Detroit activities and operations. With nearly 15 years of experience, Jones is a seasoned professional in public relations, media relations, crisis communications, event planning and community outreach.

Before joining LE&A in 2013, Jones was Vice President, Regional Marketing Manager for Huntington National Bank where she played a proactive role in building the Huntington brand and profiling Huntington to communities, community leaders and key business executives to develop cooperative relationships. She also worked for eight years at the Detroit Medical Center (DMC), an eight-hospital healthcare system. Jones holds a master’s degree in public relations from Ball State University and a bachelor’s in communications from North Carolina A&T State University. She is an active member of the Public Relations Society of America, the Detroit Economic Club and Leadership Detroit.



**Amanda Passage**, an eight-year veteran at LE&A, has been promoted to Director and currently leads several of the firm’s largest professional services/B2B accounts. She began her stint at LE&A in the investor relations and financial communications area serving public companies across the country. During the course of her career, Passage’s work has spanned a diverse range of clients from pharmaceutical makers and healthcare management companies to temporary staffing, sustainable manufacturing, accounting and software and private equity. She directs media relations campaigns, manages corporate communications and issues assignments and coordinates events ranging from celebrations and press junkets to shareholder outreach conferences.

In addition to her client work, Passage also leads the firm’s marketing committee and LE&A’s pro bono PR efforts for Junior Achievement of the Michigan Great Lakes and the West Michigan Miracle League. She holds a bachelor’s degree in mass communications and public relations with a minor in business from Rochester College in Rochester Hills, Mich.



**Renee Ketels** was promoted to Director in the firm’s Investor Relations practice group. At LE&A, she develops content and messaging and conducts financial community outreach, as well as leading national accounts including MSA Safety, SB Financial and Spartan Motors. Ketels brings 15 years of agency and corporate investor relations experience to LE&A having previously served as investor relations officer at State Street Corporation in Boston, and cultivated her agency experience at IR agencies Sharon Merrill & Associates, Pierpont Communications and FitzGerald Communications.



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Prior to joining LE&A, she worked as a communications manager for KMED Marketing, developing content and messaging for clients. Through her varied experience, Ketels is versed in investor relations across several industries including healthcare, financial services, manufacturing and technology. She is a member of Inforum and a former member of the National Investor Relations Institute (NIRI). Ketels earned a master's degree from Boston University and bachelor's degree in broadcast journalism from Texas Tech University.

#### **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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