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Landis Communications Adds Five New Team Members

Landis Communications Inc. (LCI; www.landispr.com), a mid-sized communications agency based in San Francisco, has added five new team members. Collectively, the new members have experience in technology, digital marketing, healthcare, entertainment, arts and high-end wine & spirits.

- **Kirsten Holguin**, Director—Holguin will be focusing on the agency's increasing healthcare accounts as well as supervising a myriad of diverse clients. Kirsten has extensive experience in health/medical public relations and advocacy from her time at **St. Vincent Medical Center** and **UCLA Medical Center**. Most recently, she handled the marketing and media relations for **St. Vincent**, a 366-bed acute care hospital in Los Angeles.
- **Tyler Arnold**, Digital Media Strategist/Account Executive—Arnold is a sought-after entrepreneur with a background in technology and marketing. Having founded two successful tech startups, Tyler has lived and worked in the Netherlands, Germany, Romania, and currently resides in San Francisco, California. His writing about social media and entrepreneurship has been published in Forbes, VentureBeat, Mashable and Fast Company just to name a few.
- **Natalie Petroni**, Account Executive—In her role as an account executive with LCI, Petroni combines her public relations background and creative instincts to provide strategic support to multiple agency accounts. Prior to LCI, Natalie worked for **Calhoun & Company Communications**, a San Francisco-based wine and spirits public relations firm.
- **Kristin Schellinger Cockerham**, Account Executive—Kristin joins LCI from **Karen Ames Public Relations**, a boutique public relations firm in the entertainment and cultural industries, where she led client accounts in brand development, media relations, online content/web creation and event management.
- **Zach Spirer**, Account Coordinator—Spirer, a San Francisco native, recently graduated from Seattle University with a Strategic Communications BA. While in college, Zach was selected as a Student Alumni Ambassador and was a member of the Public Relations Student Society of America. After completing three communications internships at SALT Branding, United Way King County in Seattle and Frause Public Relations agency, Zach relocated back to the Bay Area to build his career in public relations.

"The addition of Kirsten, Tyler, Natalie, Kristin and Zach to the LCI staff represents our commitment to fulfilling the needs of all current and future clients," said **David Landis**, firm president and CEO. "This new team allows LCI to continue to grow our public relations, digital and social media practice areas. Our ability to provide daily, senior-level expertise on every piece of business is paramount to who we are and we're excited to leverage the team's expertise as we continue executing our strategic growth plan."

<http://www.bulldogreporter.com/dailydog/article/pr-people-on-the-move/landis-communications-adds-five-new-team-members>