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San Francisco-Based Landis Communications Inc. (LCI) Expands Senior Leadership Team In Preparation for Next Phase of Growth

LCI Expands its Roster with Two New Clients: Troon Pacific, Inc. and One Rincon Hill

SAN FRANCISCO (September 17, 2013) – In preparation for a new phase of growth, [Landis Communications Inc.](#) (LCI), an award-winning, mid-sized communications agency based in San Francisco, has announced the hiring of three senior executives to expand its practice areas in marketing, digital, video and social media. The firm has also added two new real estate clients to its growing list of corporate, consumer, technology, and B2B brands: Troon Pacific, Inc. and Tower Two at One Rincon Hill.

Sean Dowdall, a 28-year marketing, sales and public relations veteran, joined the LCI team as General Manager and Chief Marketing Officer. In this newly-created role, Sean will provide strategic counsel to LCI clients, as well as oversee the expanded marketing and digital practice areas and supervise financial management for the agency.

Previous to LCI, Sean was chief marketing officer for Rabobank, N.A., the American retail bank affiliate of the Dutch financial services giant, the Rabobank Group. In this role, he was responsible for building and expanding the digital channel management, marketing, public relations and product development teams, as well as serving as spokesperson for the bank and developing a leading PR capability focusing on the agriculture industry and hyper-local branding. Prior to Rabobank, Sean led a variety of marketing, sales, public relations and digital/Internet functions at Wells Fargo and Bank of America covering consumer, wealth and small business segments. He has managed successful PR campaigns, the Loans.com brand launch and new product launches as well as strategic media partnerships with Meredith Publishing, *Sunset* and Yahoo.



*Sean Dowdall
 General Manager and
 Chief Marketing Officer*

David Cumpston joined the firm as Director of Client Services, where he will be managing activities for accounts including Walmart, Troon Pacific, NorthStar Memorial Group and One Rincon Hill, in addition to supporting the firm's new business efforts.

David joins the LCI team from Allison+Partners, where he led activities for a number of consumer and consumer technology brands, including Best Western International, Orbitz Worldwide, BranchOut, Check and Mozilla. Prior to joining Allison+Partners, David worked for Manning Selvage & Lee, where he managed day-to-day responsibilities for travel search engine SideStep (now part of Kayak) and conducted strategic media relations outreach for educational toy manufacturer LeapFrog Enterprises and Philips Electronics. In his 15-year career, he's also represented such brands as Sega of America, AutoTrader.com, Valpak.com and Horizon Organic. He began his professional career with Starwood Hotels and Resorts, where he was on the launch team for The Luxury Collection, the company's elite division of unique, upscale accommodations.



*David Cumpston
 Director, Client Services*

As LCI's new Digital Media Strategist, Eric Steckel brings more than a decade of experience in digital media and video production to the firm. During his 11-year tenure as a partner with BARS+TONE, a digital media agency focused on content marketing, advertising, marketing and PR communications, Eric collaborated with agencies such as LCI to provide strategic ideas and concepts that integrated with existing communications plans. Eric's talents reach far beyond video production, digital media and application development to include creative development and idea generation; full service video, 2D and 3D motion graphics and animation; digital media and application development; social media strategy consultation; video seeding and promotion and online media buys.



Eric began his career in broadcast journalism in Washington, D.C. working for N24 TV, a German 24-hour news channel, where he honed his skills in the fast-paced TV news environment by researching, producing and editing feature- and short-length news segments. Eric earned his masters of communication degree in film and video production from American University and was recently appointed to the San Francisco Chamber of Commerce board of directors. He also currently sits on the board of the San Francisco Public Relations Round Table as the 2013 vice chair.

The firm has also added two real estate clients to its roster:

- **Troon Pacific, Inc.:** This San Francisco-based developer of luxury, sustainable residential properties will leverage LCI's public relations and marketing savvy to enhance the brand's reputation as a thought leader and elevate their projects among all target audiences, which include affluent eco-conscious homebuyers, luxury real estate brokers and agents.
- **Tower Two at One Rincon Hill:** LCI has been retained to support an integrated public relations and marketing campaign for the opening of Tower Two at One Rincon Hill, San Francisco's 50-story, luxury high-rise residential complex located next to the iconic 60-story residential sister tower which opened in 2008.

"The addition of Sean, David and Eric to the LCI staff represents our commitment to fulfilling the needs of all current and future clients – including two new clients, Troon Pacific and One Rincon Hill," said David Landis, president and CEO of LCI. "This new team allows LCI to expand digital, marketing, and video offerings as well as grow our mainstay public relations 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."

For nearly a quarter-century, LCI has represented such marquee brands as Old Navy, Whole Foods Market, Walmart, Match.com, MetLife, Cold Stone Creamery, the San Francisco Symphony, California Bank & Trust, the California Academy of Sciences, City CarShare and more.

About Landis Communications Inc. (LCI)

Now in its 23rd year, LCI is an award-winning, full-service public relations, social media, marketing, digital and video service agency that offers a unique mix of expertise in corporate, consumer, technology and B2B public relations as well as community relations and crisis communications. LCI provides strategic, creative and results-driven public relations, marketing, social media and digital strategies to clients in a variety of industries including: financial services, real estate, retail, technology and consumer technology, among others. LCI is the Bulldog Award winner for social media and public education. This year, TopPRAgencies.com named LCI the 3rd best social media agency in the U.S. LCI's trademarked Promised Results© PR program delivers tangible metrics that help businesses grow. LCI is also the San Francisco member agency of the Public Relations Global Network (PRGN), with nearly 50 affiliate agencies worldwide. David Landis currently serves as president of PRGN. For further information about LCI, please visit www.landispr.com.