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FOR IMMEDIATE RELEASE

### **Caliber Hires Graphic Design Veteran Dave Goldsmith**

**TUCSON, Ariz. (Nov. 25, 2008)** - The Caliber Group, a brand marketing and public relations firm based in Tucson, has hired Dave Goldsmith as Art Director. In his new role, he is responsible for leading the design of brand marketing and advertising campaigns and visual concepts for Web site development at the firm.

Goldsmith brings 14 years of graphic design experience, logo development, image branding and Web design to The Caliber Group, working in both an agency setting and as an in-house graphic designer.

Before joining The Caliber Group, Goldsmith served as the Art Director and Associate Creative Director for LP&G, where he worked for 12 years. He also has worked at Southwest Strings and Westech Graphics as an in-house graphic designer.

“Dave is an incredibly talented designer and art director with many years of experience in branding and marketing,” said Kerry Stratford, chief creative officer for The Caliber Group. “We are excited to have him as a part of our team offering fresh, innovative and creative ideas to our clients.”

Goldsmith earned an associate’s degree in graphic design from The Art Center in Tucson and became certified in Communication Design at the Royal College of Art in London. He is a member of the Tucson Advertising Federation and has received several Addy awards.

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#### **ABOUT THE CALIBER GROUP**

Founded in 1997, The Caliber Group, Inc. is a strategic marketing and public relations firm specializing in building and maintaining successful brands, relationships and reputations. For more information, call (520) 795-4500, or visit [www.calibergroup.com](http://www.calibergroup.com).

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