



## **Sunrise Management appoints Barker to manage communications and marketing**

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According to Sunrise Management & Consulting, Courtney Barker has been appointed to manage communications and marketing operations for the company, its subsidiaries and properties under its management. Barker will be responsible for developing and implementing a communications plan designed to bolster public relations, promote brand awareness, support client relations and improve organizational communication.

"Courtney brings solid experience with building relationships and developing strategic communications. Her skillset will prove invaluable as our plans for future growth depend on increased visibility," said Jesse Holland, president and founder of Sunrise Management & Consulting.

"Courtney's creative energy and ability to deliver consistent and compelling messaging will be vital to the development of our communications platform. She has the enthusiasm and personality to tell our story with style," said Keith Flores, chief operating officer and regional vice president of Sunrise Management & Consulting.

Barker's professional background includes over 10 years of experience in public relations, marketing, sales and advertising. Prior to joining Sunrise Management & Consulting, she held outside sales positions with Ricoh USA and Lincare Inc. where she was instrumental in initiating and developing high level relationships leading to client retention and loyalty.

Previously, Barker served as senior account executive for Cooney/Waters where she was integral to the development of consumer education and awareness campaigns for major pharmaceutical companies.

From 2000 to 2003, Ms. Barker held various positions with Rowland Communications where she was responsible for translating complex biomedical data into consumer friendly messaging, coordinating high-profile media events and assisting with the development of talking points and correspondences for medical professionals.

Barker said, "Sunrise Management & Consulting offers a unique product based on market research and knowledge and true benchmarking capability. I am excited to join the Sunrise team and contribute to their future success."

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