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News Release

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SSA Public Relations Names Carey Madsen New Managing Director

Madsen Joins Agency with Offices in Denver and Phoenix

PHOENIX – [SSA Public Relations](#), a full service public relations firm with offices in Denver and Phoenix, has appointed Carey Madsen, former director of corporate communications for Qwest Communications' \$6 billion mass markets organization, as the agency's new managing director.

Madsen brings nearly 15 years of experience in integrated communications including media relations, employee and crisis communications, brand management and strategy development. As managing director, she will provide strategic direction and oversight for day-to-day activities, and will serve as a senior contact for SSA clients.

"Carey's strategic communications expertise, coupled with her in-depth industry knowledge and experience, makes her an excellent addition to SSA Public Relations," said [Susan Sears, firm president](#). "We're thrilled to have her on our senior leadership team."

Prior to joining SSA, Madsen spent more than eight years with Qwest Communications International, Inc., most recently as the Director of Corporate Communications where she oversaw internal and external communications strategies for the company's consumer and small business operations. Her industry background includes experience in wireless, broadband, and digital television technologies as well as contact center, e-commerce and retail distribution channels.

Madsen previously held positions in corporate sponsorship, marketing and media relations for Major League Baseball's Colorado Rockies in Denver, Colo. She has served the Junior League of Denver for 10 years and continues to volunteer her time with a variety of organizations. She graduated from the University of Denver with a master's degree in business administration, and earned her undergraduate degree from the University of Colorado.

"The SSA team has driven the firm's strategic and steady growth during the last 10 years, and the agency is well positioned for the next decade," said Madsen. "I'm eager to work with this talented group of public relations professionals and apply my expertise at SSA."

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Founded by Sears in Phoenix in 1998, SSA expanded to Denver the following year. The firm's steady growth has been fueled by strong client relationships and demand for SSA's online and [social media](#) expertise.

"Over the course of a decade, the Internet has fundamentally transformed the way companies interact with their customers, and SSA evolved in parallel to leverage this change," said Sears. "Because we've designed PR strategies that keep pace with today's marketplace, clients that range from small non-profits to Fortune 100 companies have relied on SSA to engage with key audiences when, where and how they want to be reached."

The award-winning SSA team members represent extensive experience in all facets of public relations across many industries, including banking, cable, construction, education, entertainment, financial, franchising, hospitality, legal, non-profit, shipping, technology and telecommunications.

About SSA Public Relations

Founded in 1998, SSA Public Relations specializes in integrating local and national media relations with strategic social media components to meet its clients' business objectives. SSA is a strategic, creative, result-orientated firm that develops highly-effective communications campaigns embracing the latest industry tools. With offices in Phoenix and Denver, the agency's leading-edge social media programs enable clients to engage with their customers when, where and how they want to be reached. For more information on SSA Public Relations and its PR 2.0/Social Media platform, visit www.gotossa.com.

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