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News Release

SSA Public Relations Names Lee Ann Kuster as Arizona Director

Kuster complements agency with broad expertise



Phoenix, March 10, 2009 – [SSA Public Relations](http://www.gotossa.com), specializing in strategic PR and social media, has named Lee Ann Kuster as the agency's new Arizona director. An award-winning communications professional, Kuster will lead SSA's Arizona-based client accounts, providing strategic direction and oversight of the agency's day-to-day activities.

Kuster brings extensive senior-level experience to SSA, including strategy development, internal and external communications, and analyst relations. Her background encompasses the telecommunications, higher education and high-tech industries.

"Lee Ann's breadth and depth of public relations expertise, along with her strong background in communications and technology, makes her an outstanding leader for our Arizona clients," said [Susan Sears, SSA PR president](#). "We're delighted to have her join our senior leadership team."

Prior to joining SSA, Kuster was senior manager of public and analyst relations for Emerson Network Power's embedded computing business. Prior to this, Kuster held the position of senior director of public relations at Thunderbird School of Global Management. She also served as public relations director at AT&T where she developed and managed senior level strategic communications initiatives for the consumer and business markets and was a national spokesperson on telecom issues.

"I am impressed with SSA's commitment to deliver highly-effective results for its clients as well as its expertise in [social media](#)," said Kuster. "It's exciting to work with a team of this caliber and I look forward to utilizing my expertise and knowledge to positively impact our clients' visibility and bottom lines."

About SSA Public Relations

Founded in 1998, [SSA Public Relations](http://www.gotossa.com) integrates traditional media relations domestically and internationally with strategic social media to exceed client's objectives and deliver strong return on investment. With offices in Phoenix and Denver, SSA professionals connect clients with key target markets, influence traditional and online conversations, and impact opinions and actions. For more information, visit www.gotossa.com.

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