



FOR IMMEDIATE RELEASE

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FINLEY ENGINEERING GROUP NAMES ANN SCHIOLA, CPSM, MARKETING DIRECTOR

TALLAHASSEE, Florida (February 8, 2012) – Fulfilling a key action item in its 2012 strategy of continued national and international growth, Finley Engineering Group (FINLEY) has named A/E industry marketing and business development veteran Ann Schiola its new Marketing Director.

A marketing strategist with over 10 years of experience in similar roles at multi-discipline ENR Top 500 firms, Schiola is responsible for directing marketing strategy and communications programs at the specialty bridge engineering and construction consulting firm.

As an integral part of FINLEY'S business development process, she will strengthen the company's domestic and global presence by identifying new national and international strategic clients and projects for FINLEY's niche services; developing innovative internal and external communications programs; directing marketing campaigns, including social and electronic media communications; and developing proposals, presentations and marketing collateral.

"Her expertise at driving growth through highly targeted, process marketing programs will provide our firm with more of a strategic focus in our pursuits for both the domestic and international markets" says Managing Principal Craig Finley, P.E. "Ann brings us a rare combination of market intelligence, national and international marketing expertise and the ability to lead marketing efforts from a strategic point of view. With all the changes and challenges facing the industry today in terms of integrated delivery and alternative financing, Ann's knowledge and skills will be critical in helping us achieve our goal of continued growth and evolution as a firm."

In her previous positions with top-rated firms, Schiola developed process marketing campaigns for national and international markets. Her expertise encompasses strategic planning, competitive intelligence, client relationship management, branding, marketing management and public relations. She has created competitive value by identifying and developing business opportunities to establish and maintain market share and has devised and implemented a wide range of sales and marketing solutions. She has received numerous marketing awards and has served on various professional organization boards and committees.

Schiola is a member of the Society for Marketing Professional Services (SMPS), Strategic Competitive Intelligence Professionals (SCIP) and the American Marketing Association (AMA). She is a Certified Professional Services Marketer (CPSM) and she has earned a bachelor's degree from the University of North Texas; a master's degree from Texas Woman's University and an MBA from University of Dallas.

FINLEY is a specialty engineering firm recognized nationally and internationally for its expertise in complex bridge projects of all kinds. Our niche is supplying the all-important link between engineering and construction on these projects. Our strength is that we understand both sides; we do not see a line between design and construction. Our culture respects the broad and deep experience of our staff, fosters creativity within the bounds of real-world solutions, and embraces the latest technological tools to deliver the best, most cost-effective results to our clients. Find out more at www.finleyengineeringgroup.com

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