



News Release

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DAWN WHITE JOINS FINLEY ENGINEERING GROUP AS DIRECTOR OF MARKETING

TALLAHASSEE, FLORIDA — Dawn White, the former Director of Marketing and Communications for the American Segmental Bridge Institute (ASBI), has joined Finley Engineering Group (FINLEY) as its Director of Marketing. White was with ASBI from 2003 until January 31, 2009, when the organization moved its headquarters from Phoenix, Arizona, to Buda, Texas.

As an integral part of FINLEY'S business development process, she will strengthen the company's presence in the market. Her role includes identifying and pursuing new business opportunities, managing marketing projects and the company's web site, and developing marketing materials such as proposals, presentations and other internal and external communications.

"With the government investments in infrastructure, particularly in new bridge construction, this is a perfect time for FINLEY to expand our presence and ramp up our business development activities," says Craig Finley, Managing Principal. "Dawn brings us a rare combination of marketing savvy and bridge industry knowledge. We're fortunate to have her with us."

White is a member of the Society for Marketing Professional Services (SMPS), the National Steel Bridge Alliance (NSBA) and ASBI.

"I am excited about the opportunity to work in a firm that does a wide cross-section of bridge projects," says White. "This position expands my business development responsibilities and allows me to work more closely with individual clients. It's a dynamic organization constantly looking to grow and improve, and it's a place where it seems that everyone is given their best opportunity to succeed."

While with ASBI, White developed, executed, and managed the group's integrated marketing initiatives, which were designed to penetrate and grow targeted markets. She also served as liaison to members, the board of directors, and other stakeholders.

Founded in 2004, Finley Engineering Group is recognized, nationally and internationally, as a leading engineering and construction consulting firm specializing in complex bridge projects of all kinds.

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