

Cahaba Media Group Establishes New Creative Services Department

BIRMINGHAM, Ala. (Sept. 20, 2012) – Cahaba Media Group is proud to announce that it has formed a new Creative Services department. The department will spearhead the company’s overall corporate identity, elevate the professional appearance of its products (which includes five magazines and 10 monthly e-newsletters), streamline creative processes and maintain the look and functionality of its five world-class websites.

Veteran graphic designer and entrepreneur, Terri Jackson—who has worked as a graphic designer and art director with the company for 7 years—has been promoted to Creative Director and will manage the department.

With continuous growth in recent years and the addition of three magazines to its portfolio, creating this department was a natural next step for the company, says Cahaba Media Group President Wally Evans.

“We have the perfect team, and it’s the right timing to create this department,” Evans says. “Terri has a great work ethic, high bandwidth, experience with managing people and high standards of design. Her department will have the final say on how all our brands are presented to the outside world across all our media platforms.”

Jackson’s team includes CMG’s longtime Senior Art Director Greg Ragsdale and Marketing Manager Jaime DeArman.

“The CMG Creative Services department is a team of experienced and capable professionals,” Jackson says. “By harnessing our deep knowledge base and expertise in design and marketing under one management umbrella, CMG is positioned for future growth. We are streamlining processes and functions and making room for collaboration and strategic planning. It is very exciting, and we are already seeing benefits companywide.”

About Cahaba Media Group

Founded in 2002, Cahaba Media Group is an independent and entrepreneurially-driven publishing company based in Birmingham, Ala. The company publishes five industry trade magazines (*Pumps & Systems*, *Construction Business Owner*, *Upstream Pumping Solutions*, *HomeCare* and *Senior Care Products*), five industry websites, several electronic newsletters and other ancillary products.
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