

October 30, 2018

FOR IMMEDIATE RELEASE

## **GroundSwell Group, innovator in socially responsible marketing and event marketing, adds key executive to leadership team**

*GroundSwell Group adds key staff to manage growing response to unique marketing channel*

**Los Angeles, CA** - GroundSwell Group, a Los Angeles based firm known for their out-of-the-box customer engagement campaigns, has announced the addition of Cyndi McMaster to its strategic development team.

McMaster was named VP, Business Development & Partnerships, after a lengthy search. Most recently, McMaster was the Director of Business Development at Chef'd, a leader in the meal kit business, where she was responsible for sourcing new business and closing a majority of the company's 200+ partnerships with celebrities, brands, CPG's and marketing agencies.

"We felt strongly that in order to continue our critical mission of delivering value to both our brand partners and non-profit organizations, we needed to bring in an experienced executive to ensure we continue to innovate at the highest levels. Our brand partners have come to rely on us to advise them on where they should be investing their marketing funds to ensure we address social impact AND growing their business. Cyndi is thoughtful, insightful, caring and brings a unique blend of creativity and solution-based ideas to her trusted network of contacts," says Noel Wax, CEO of GroundSwell Group.

"At GroundSwell Group, I look forward to expanding our clients' knowledge of socially responsible marketing, connecting them with their target audience, and implementing innovative and unique marketing activations that connect their brand with important causes in the most authentic way, all while driving revenue, engagement and greater consumer loyalty," says McMaster.

2018 has already proven to be a year of huge growth for GroundSwell Group having executed campaigns for Quest Diagnostics, Anheuser Busch, ZEFR, American Brain Tumor Association, March of Dimes, FreshWorks, Auction.com and many others. Key to their success is introducing socially responsible marketing in to their solutions, so as to ensure community good is achieved while addressing key business objectives.

Wax added, "We are so proud of what we have accomplished in a relatively short time since we started this business. We also understand it is critical to bring innovation and world class execution to our partners. To achieve that we must continue to bring in the best minds in the business who can think differently, have the courage to advise our partners and believe that making a difference is an essential part of a successful marketing equation and solution."

For more information contact Lisa Woods, COO:  
Phone: (323) 686-1242  
Email: [lisa@groundswellgroup.com](mailto:lisa@groundswellgroup.com)

### **About GroundSwell Group:**

GroundSwell Group is a marketing firm dedicated to helping brand partners find ideal customers by tapping in to key passion points. Through imaginative events, experiences and campaigns, they create custom programs which connect people to brands. A key component of their work is in the field of socially responsible marketing, whereby brand partners generate business results while having a positive social impact.