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SunStar Strategic Promotes Tebeleff and Murphy to Partner Status



Alexandria, VA March 29 - **Bob Tebeleff** and **Melissa Murphy** have been named partners at **SunStar Strategic**, a Washington D.C. and New York marketing and public relations firm. Both Tebeleff and Murphy, who both had FINRA licenses when they joined the company in early 2001, contribute to the quality service SunStar provides its clients.

Murphy graduated cum laude from the University of Nebraska-Lincoln, where she studied marketing, advertising, and communication studies. She studied economics at Oxford University, receiving scholarships and leadership awards. Murphy earned her M.B.A. from the University of Maryland Robert H. Smith School of Business. She joined the SunStar team after working at a Herndon, Virginia-based advertising agency. Melissa was also a media relations specialist and registered representative at Strong Investments in Milwaukee.



Tebeleff brings a deep understanding of the equity markets and 15 years of diverse financial and public relations experience to his role at SunStar. Tebeleff was a financial advisor with The Washington Financial Group, where he developed investment strategies for clients. Earlier in his career, Tebeleff was an account executive and consultant for several Washington, D.C. area public relations agencies. He has also served as chief operating officer of a regional retail establishment. Tebeleff earned his B.A. from Washington University in St. Louis and an M.A. with distinction, from DePaul University in Chicago.

"A business is its clients. That's it," said **Kathryn Morrison**, SunStar president and chief executive officer. "The only way to take great care of your customers is to have excellent employees. End of story. Melissa and Bob are the best. They care about their client partners and making them look good within their client companies. Consequently their clients tend to stay with Bob and Melissa year after year."

"That's how you build a firm," Morrison explained. "SunStar has been climbing through the ranks of the Washington Business Journal's ranking of the "Largest Privately Held Public Relations Firms" in the Washington D.C. metropolitan area. SunStar has also made Inc. 5000's list of the fastest growing privately-held firms for the past three years. Melissa and Bob, and our other quality employees, are responsible for that growth."

Tebeleff and Murphy, join Morrison, and SunStar Vice President **Dan Sondhelm**,

and Director of Operations **Robert Brummond** as partners.

About SunStar

SunStar energizes the growth of client companies through smart marketing and effective public relations. SunStar assists clients in communicating with their customers through traditional and new media. Never before has there been such opportunity for companies to grow their firms by telling their story and interacting with their shareholders and customers. SunStar has offices in New York and near Washington D.C., in Alexandria, Virginia.