

# WARE MALCOMB

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## FOR IMMEDIATE RELEASE

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## **WARE MALCOMB PROMOTES RUTH BRAJEVICH TO VICE PRESIDENT, STRATEGIC INITIATIVES**

**IRVINE, Calif. (May 17, 2017)** – Ware Malcomb, an award-winning international design firm, today announced that Ruth Brajevich has been promoted to Vice President, Strategic Initiatives. In this new role, Brajevich will continue to oversee Ware Malcomb's marketing and public relations, strategic planning, leadership development and culture/people initiatives at the firm, in addition to being a member of the Executive Team.

"Ruth has a unique role in our company, and this well-deserved promotion reflects her expanded involvement in many aspects of our business that go beyond her previous title of Chief Marketing Officer," said Lawrence R. Armstrong, Chief Executive Officer of Ware Malcomb. "Over the past 19 years, Ruth has been a key contributor in the company's transformation to an international design firm, and we look forward to her continued contributions in the years ahead."

Brajevich joined Ware Malcomb in 1998 as Director, Marketing. She was promoted to Principal, Marketing in 2004 and named Chief Marketing Officer in 2007. As a member of Ware Malcomb's Executive Team since its inception, Brajevich also provides coaching to the firm's leaders across its 22 offices. She introduced and leads an innovative strategic planning process, effective leadership training program and an inclusive mentoring program at Ware Malcomb.

In 2014, Brajevich was named one of the top 25 most influential CMOs to follow on Twitter ([@RuthBrajevich](https://twitter.com/RuthBrajevich)) by CEOWORLD Magazine, and was chosen for the 2015 Women of Influence in *Real Estate Forum* magazine. Most recently, she was recognized as one of the top marketing leaders of 2016 when she ranked #21 on the list of the Top 50 Most Influential CMO's & Marketing Leaders released by Science of Digital Marketing. Under Brajevich's leadership, Ware Malcomb is widely recognized as an early adopter of social media in the Architecture/Engineering/Construction industry, launching its award-winning program in 2009.

Brajevich is a frequent speaker and article contributor on the topics of marketing and social media for industry groups including the Society for Marketing Professional Services, NAIOP Commercial Real Estate Development Association, and Commercial Real Estate Women – Orange County. She received a Bachelor of Arts degree in Social Ecology from the University of California, Irvine, graduating Magna Cum Laude, and earned a Certification in Leadership Coaching Strategies from Harvard Extension School.

### **About Ware Malcomb ([waremalcomb.com](http://waremalcomb.com))**

Established in 1972, Ware Malcomb is an international design firm providing planning, architecture, interior design, branding and civil engineering services to commercial real estate and corporate clients. With 22 [office locations](#) across the United States, Canada, Mexico and Panama, the firm specializes in the design of commercial office, corporate, industrial, science & technology, healthcare, retail, auto, public/educational and renovation projects. Ware Malcomb was among the top 25 architecture/engineering firms in *Building Design+Construction* magazine's 2016 Giants 300 ranking and the top 40 interior design firms in *Interior Design* magazine's 2017 Top 100 Giants. For more information about Ware Malcomb, please visit [waremalcomb.com/news](http://waremalcomb.com/news) and view the [Design Highlights of 2016](#) and [45<sup>th</sup> Anniversary Celebration](#) videos.

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