



WICHITA **INDEPENDENT BUSINESS** ASSOCIATION
News Release

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FOR IMMEDIATE RELEASE

March 15, 2016

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WIBA hires Lisa-Marie Armitage Pulley as Director of Marketing

WICHITA, Kan., – The Wichita Independent Business Association has hired Lisa-Marie Armitage Pulley as Director of Marketing. Pulley comes from Armstrong Chamberlin Strategic Marketing, where she was the Project Manager. Last December, she graduated Magna Cum Laude from Wichita State University with a Bachelor of Arts in Strategic Communication.

“We are incredibly excited about Lisa-Marie,” said Lon Smith, president of WIBA. “She is a highly skilled, talented and motivated young person who will help bring us into the 21st Century.”

Pulley comes at a critical time as WIBA is currently going through a rebranding phase. Pulley’s duties will include: developing marketing strategies, delivering key messages to members and public, event planning and photography, development of advertising and promotional plans, and giving WIBA a larger presence on all relevant social media platforms.

The Wichita Independent Business Association is the advocate for advancing independent business in the greater Wichita area. WIBA provides resources, influence and economic development for independent businesses so they are able to Connect to Success.

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