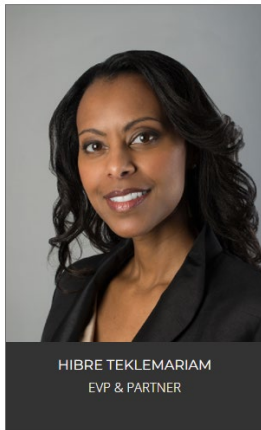


News Release

FOR IMMEDIATE RELEASE

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SunStar Strategic Promotes Teklemariam to Executive Vice President



Alexandria, Virginia – March 24, 2022: SunStar Strategic is pleased to announce it has promoted [Hibre Teklemariam](#), a partner in the firm, to executive vice president.

[SunStar Strategic](#) is a Washington D.C. and New York public relations and marketing firm specializing in the financial industry.

In her expanded responsibilities, Teklemariam leads key clients and the firm’s sales program. She also represents the firm at major financial industry conferences including Schwab Impact, Morningstar Investor Conference, Inside ETFs, and the Investment Company Institute’s General Membership Meeting.

“Hibre has always delivered exemplary service to her clients, among them some of the biggest names in the mutual fund space,” said [Kathryn Morrison](#), CEO and president of SunStar Strategic. “She has worked with our clients to help them grow their businesses during both good and challenging markets. Hibre’s insight has helped them craft compelling, differentiating

messages, positioning them as experts in the industry and ultimately helping them grow assets under management.”

Teklemariam joined SunStar in 2007. She previously spent a year in China exploring Chinese business culture and was a registered representative with Prudential Financial where she earned her Series 7 and 66 licenses.

She holds an MBA with a concentration in international business from Pace University, New York and a BS in management from the University of Massachusetts.

Teklemariam is fluent in Amharic (Ethiopian) and has volunteered in the Ethiopian community to help newcomers adjust to the United States. She enjoys fitness activities and spending time with her husband and their two daughters.

"Hibre's leadership has truly contributed to the growth and success of SunStar over her 15-year tenure. She is an exemplary PR professional," added Morrison.

About SunStar Strategic

SunStar Strategic provides strategic public relations and inspired marketing communication programs that help its clients attract, maintain, and grow assets. SunStar Strategic focuses first on developing the unique messages that differentiate a firm in a crowded market. The company works closely with its clients to ensure they get the attention and recognition they deserve.

SunStar's robust PR practice spans more than two decades. Core services include public relations and comprehensive marketing services from strategy through design and execution.

SunStar Strategic <https://www.sunstarstrategic.com> has offices in Washington DC, New York, Chicago, and Austin.

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