

News Release

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SunStar Strategic Promotes Murphy to Executive Vice President

Alexandria, Virginia – September 4, 2018: SunStar Strategic is pleased to announce it has promoted [Melissa Murphy](#), a partner in the firm, to executive vice president.

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



Melissa Murphy
Senior Vice President

In her expanded responsibilities, Murphy will lead the SunStar Client Excellence program at the heart of the firm's service offerings.

She 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.

"Melissa always delivers 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. "Her deep knowledge of public relations and the financial industry, long-standing relationships with her clients and attention to detail make her a leader in the firm."

Murphy joined SunStar in 2001 after working at Strong Investments. While there, she was a registered representative as well as a participant in the leadership training program where she gained experience in media relations.

She graduated cum laude from the University of Nebraska-Lincoln, where she studied marketing, advertising, and communication studies. She continued her education in economics at Oxford University, receiving scholarships and leadership awards. Murphy also earned an M.B.A. from the University of Maryland Robert H. Smith School of Business.

In her personal time, [Murphy](#) shares her passion for fitness and dance as an instructor at a barre studio in Alexandria.

"Teaching classes has further developed my leadership skills and made me a more confident public speaker," said Murphy. She believes that the energy she gains from the classes help foster a more productive and creative mindset at work.

"The only way to take great care of your customers is to have excellent employees," 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 digital and print 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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