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VOL. 35 | NO. 12 | Friday, March 25, 2011

Memphis Newsmakers

Health care PR firm Revive opens Nashville office

Updated 12:58PM

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Revive, a national public relations firm specializing in Health Services and Healthy Living, has announced the opening of a second office in Nashville.

Based in Santa Barbara, the firm chose Nashville for the site of its second location based on the city's reputation as the nation's health care industry capital and the depth of health care PR talent in the market. The firm will be located in Cummins Station.

Kriste Goad, senior vice president, joined Revive in February and will lead the Nashville office, as well as participate on the firm's management committee, bringing 20 years of communications experience in the health care, corporate and government arenas. Prior to joining Revive, Goad was a principal at Hall Strategies, where she maintained a portfolio of clients that included health plans, health service firms, health industry associations and the state biotech association. She holds a B.A. from Auburn University.

Revive also added [Amy Murphy](#) as vice president. She joins the firm after six years at the Washington, D.C.-based American College of Cardiology (ACC), where she served as the director of media relations. Prior to the ACC, Amy served as legislative assistant to U.S. Rep. [Marsha Blackburn](#). A native of Tennessee, Amy holds a B.A. from Lambuth University, and a master's in communication from the Kriger School of Arts & Sciences Graduate Program at Johns Hopkins University.



Kriste Goad

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