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## **L2M Hires Kristine Sherwood as Marketing & Business Development Manager**

*Food Service, Retail and Health Care Design Group Welcomes New Employee*

BALTIMORE – May 27, 2008 – L2M, a nationally recognized architecture design firm with expertise in retail, travel and leisure, foodservice and health care planning and design, today announced the hire of Kristine Sherwood as marketing and business development manager. In this position, Sherwood will be responsible for marketing and public relations programs, working on the client database and identifying leads, supporting sales initiatives and helping to coordinate trade show appearances.

Most recently, Sherwood served as marketing manager for Avatech Solutions in Owings Mills. Sherwood previously worked in marketing geared toward engineers, architects and facility managers. Before moving to Maryland in 2006, Sherwood was a marketing coordinator at Simon-Vross Investments in Youngstown, Ohio.

"As L2M evolves the practice of planning and design, it was a logical step to create a position that is dedicated to showcasing the tactics we use to create innovative, multi-functional spaces," said Jeffrey Mahler, L2M principal and co-founder. "Maryland is gaining a strong reputation for great design work; maintaining a presence in the marketplace will allow potential clients to not only see L2M's results, but also our unique approach to planning and design."

Sherwood earned a bachelor's degree in sociology and criminology from Ohio State University in Columbus, Ohio.

In her free time, Sherwood enjoys spending time with friends, trying new restaurants and playing competitive sports. Originally from Newton Falls, Ohio, Sherwood now resides in the Charles Village area of Baltimore.

### **About L2M:**

Headquartered in Baltimore, L2M is a full-service, nationally recognized architecture firm with advanced expertise in retail, health care, travel and leisure and foodservice design. Emphasizing innovation by collaboration, our skilled team of architects, project managers and designers create beautiful, functional design solutions that honor each client's vision, timeline and budget.

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