

# SPALDING DEDECKER

## For Immediate Release

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### **Spalding DeDecker Associates, Inc. hires David MacDonald as Marketing Manager**



Rochester Hills, MI (August 21, 2018) – Spalding DeDecker (SD), a national civil engineering and surveying firm, is pleased to announce that David MacDonald has joined the team as the Marketing Manager. With more than 30 years of experience in marketing strategy, creative development, and business development, Mr. MacDonald will be responsible for designing and implementing marketing strategies to drive growth. In addition, he will increase brand development and messaging.

David earned a Bachelor of Business Administration in Marketing/Management from Northwood University in Midland, Michigan. He received his MBA from Lawrence Technological University in 2001 with a concentration in marketing strategy.

Most recently, David spent 9 years as a Senior Consultant for DNV GL Energy Services where he provided marketing consulting to major utility companies in North America. In his role, he was responsible for developing and executing broad-based awareness and engagement campaigns for sustainable energy efforts for his clients. David has a strong background in marketing technology and has successfully transitioned companies to online and social marketing tactics.

“I am excited that David has joined Spalding DeDecker. His diverse experience will provide fresh ideas for proposals, digital media, and branding as he leads our marketing group. David is a great addition to our firm,” said Steve Benedettini, president of Spalding DeDecker.

#### **About Spalding DeDecker**

Established in 1954 and celebrating its 64th year in business, Spalding DeDecker is an employee-owned consulting engineering and surveying firm specializing in infrastructure, land development, and surveying. Headquartered in Rochester Hills, Michigan, along with several field offices, Spalding DeDecker offers a diverse set of skills to clients who seek solutions to construct and maintain their infrastructure. The firm offers municipal engineering, construction engineering, transportation engineering, land development, pavement management, roof and building assessment, and land surveying services.

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