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## **CACTUS ADDS SEASONED PROFESSIONALS TO TALENT ROSTER**

*Agency expands with new Director of Creative Technology and Senior Designer*

DENVER (December 2, 2015) – Cactus, a Denver-based, full-service marketing communications agency, announces the addition of Andrew Baker and Sarah Berkheimer to its creative department.

A multi-disciplinary designer and front-end developer, Andrew Baker has been hired as Cactus' director of creative technology. Baker is responsible for overseeing the agency's digital efforts, ensuring that innovation and technology are integrated in the agency's overall creative solutions. He leads the teams that design, prototype, and develop Cactus' interactive concepts - including web, mobile, gaming, social, and installations. His work has earned Baker a Webby award, top honors at Denver's Art Director's annual show, and recognition from Communication Arts, the Awwwards, and FWA, among others. Prior to joining Cactus, Baker worked at Karsh Hagan for five years following graduation from the University of Colorado Boulder. Today, he returns to the same campus as an adjunct professor in the university's technology, arts and media program.

Senior Designer Sarah Berkheimer has extensive experience working with national brands like Benjamin Moore, OREO, Walmart, Hanes, Geico and PING. After eight years of working with The Martin Agency in Virginia, Berkheimer returns to her Colorado home to join the Cactus team. She is responsible for the conception, development and execution of visual solutions for Cactus clients like Gaia, Vail Resorts and the Colorado Lottery.

Additionally, Cactus has recently added Amy Taylor as director of strategic communications, Adam Nelson as senior art director and Shruthi Balakrishna as designer, as well as Kristen Taylor Smith and Emily Parry in project management.

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### **About Cactus**

Cactus helps the brands that help people thrive. A full-service marketing communications agency, Cactus delivers brand impact for companies and causes through data-driven strategies, advertising, design, interactive, digital and integrated media services. The agency has been nationally recognized for its innovative work by The One Show, Communication Arts, The Webby Awards, SXSW, Favourite Website Awards, Advertising Age, Creativity and Print's Regional Design Annual, among others. For more information, visit [www.cactusdenver.com](http://www.cactusdenver.com).