

MONUMENT ADVOCACY

PRESS RELEASE

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Monument Adds Brand Marketing Veteran Nicole Rodgers Houston

Monument Partner John Murray: "Nicole will amplify, extend, and expand our firm's unique mix of government relations, public affairs and c-suite advisory offerings as we continue to drive a bi-coastal business strategy."

WASHINGTON – Monument Advocacy today announced marketing and business development veteran Nicole Rodgers Houston will join the firm's Washington, DC office as Head of Marketing and Brand Strategy. With more than two decades of experience in marketing and branding at some of the nation's largest law firms, Nicole will leverage her versatile skillset and lead a coordinated effort in advancing and promoting Monument Advocacy's dynamic capabilities.

As the first-ever Head of Marketing and Brand Strategy at Monument, Nicole will oversee the firm's marketing, business development, and visibility initiatives. She will be responsible for crafting and implementing strategies that drive business opportunities across the firm's various practices.

"We are thrilled to welcome Nicole to the Monument team," said John Murray, Partner at Monument. "Nicole will amplify, extend, and expand our firm's unique mix of government relations, public affairs and c-suite advisory offerings as we continue to drive a bi-coastal business strategy. Our firm is growing at an incredibly fast pace, and Nicole's addition is a clear sign that we're also maturing. And with our deep roster of talent and experience, it has never been more important to shine a light on the results Monument delivers. Nicole will help us spread that message far and wide."

"I couldn't be more pleased to join the team of professionals at Monument," said Nicole Rodgers Houston. "The current political and corporate environment is constantly evolving, and I wanted to be part of a firm that understands both the challenge and value of building sophisticated and creative campaigns to help navigate clients through it all. The growing, talented staff and the diverse services that Monument offers – from government relations and public affairs to crisis communications and

digital services – are what set the firm apart. Monument has a compelling story to tell, and I’m extremely excited to advance their good work while leading another valuable dimension of the firm.”

Prior to joining Monument, Nicole was previously the Director of Marketing and Business Development at Offit Kurman, P.A. and held a similar role at Arnold & Porter.

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About Nicole

During her 20+ years working in professional services marketing and branding, Nicole has honed a versatile skill set that combines traditional marketing methodologies with cutting-edge strategies to craft programs and campaigns that resonate with the firm’s diverse audience, elevate its market presence, and cultivate brand awareness.

Nicole holds a bachelor’s degree in business administration from Pennsylvania State University and an M.B.A. from George Mason University. Before joining Monument, she held key roles at some of the nation’s largest law firms, where she successfully steered their branding, visibility, and marketing endeavors.

About Monument

Monument Advocacy is a bipartisan firm that offers government relations, public affairs, strategic and crisis communications, and digital services. We focus on providing our clients with the best advice on how to engage effectively in today’s challenging and crowded public policy marketplace. Read more about Monument Advocacy [here](#).