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# Health care PR firm Revive expands to Nashville

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Revive, a Santa Barbara, Calif.-based public relations firm, has opened a Nashville office.

The new offices marks the second in the country for Revive, which opened in September 2009. **Kriste Goad**, a former principal with Hall Strategies, will lead the Nashville office as senior vice president.

The following is an edited press release from Revive:

*Revive, a national public relations firm specializing in Health Services and Healthy Living, today announced the opening of a second office in Nashville along with several key hires as the agency continues to grow at an unprecedented rate.*

*Recognized in 2010 as New Agency of the Year by The Holmes Report, Revive has grown from four to 17 professionals in the last 18 months and ranks among the nation's 20 largest health care PR firms. 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 just signed a long-term lease on a 2,500 square foot office at Cummins Station, in a Nashville area called The Gulch.*

*"Nashville and Revive have a lot in common. We're both vibrant, growing and have deep expertise in the health care industry," said **Brandon Edwards**, president and founder of Revive. "Nashville is all about health care, and Revive is all about health care. Nashville is a great fit for us – a natural expansion of our practice and our presence – and we look forward to becoming a strong member of the community."*

***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, Kriste 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. From 2003 to 2008, Kriste was senior director for corporate communications at Healthways, a leader in wellness and disease management.*

*Revive also added **Amy Murphy** as vice president after a lengthy search. She joins the firm after six years at the Washington, D.C.-based American College of Cardiology (ACC), where she served most recently as the director of media relations.*

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