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55 YEARS

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Golden Egg Concepts hires Adorno as project manager

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Colchester, CT At the age of 30, Lindsey Mathieu left the comfort of her business development position with a prominent Hartford-area construction management firm to embark upon the uncharted waters of building her own company, Golden Egg Concepts.

Golden Egg Concepts, a niche marketing communications consultancy exclusively serving clients in the design and construction market, has hired Hilary Adorno as project manager.

"I started Golden Egg during the height of a recession, as I saw people working harder with fewer resources than ever before. Years later, that 'do more with less' mentality remains," said Mathieu.

Since establishing the business in August 2010, Mathieu and a close-knit network of strategic partners has provided strategic planning, graphic design, marketing communications, proposal preparation, public relations and website development services for architects, engineers and contractors – collectively referred to as the 'AEC' industry in which she so specifically concentrates.

"People constantly ask why I focus on such a narrow slice of the market, but the fact is, this is exactly why my business has grown. I have spent my entire career doing AEC marketing," said Mathieu. "The best firms in the design and construction industry are not jacks of all trades, masters of none. They are recognized leaders in their respective areas of practice. Clients choose Golden Egg for the very same reason."

Mathieu (maiden name Siragusa) aptly named her business after Aesop's renowned fable "The Goose and the Golden Egg". While the farmer killed the goose out of greed, Lindsey - known affectionately as Goose – uses this moral as a guiding principal in her practice.

Another fable, The Tortoise and the Hare, demonstrates how Golden Egg has become a viable component of the AEC Industry. Armed with the advice of an inspiring Baltimore-based mentor, verbal commitments from a couple of friends-turned-clients, and an insatiable desire to please, she set off as a young entrepreneur on a mission. Seven years later, Lindsey now services nearly 50 active accounts.

With a growing national client base and steadily increasing backlog, Lindsey recruited her first employee, Adorno. Adorno's 20 year background in commercial real estate management, development and construction dovetails perfectly with Golden Egg's steadfast focus on the architectural, engineering and construction industry. She will apply her innate sense of design and

way with words in her role as project manager, where she will actively support content development, client services and strategic marketing.

Adorno held previous positions with Griffin Land, White & Katzman and Construction Resources. Her broad experience encompasses marketing, operations and finance. She is a featured contributor to several Connecticut publications, including Litchfield Magazine and Connecticut Food and Farm.

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