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## **BOND Civil & Utility names Grimes as director of marketing**

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Emily Grimes

Boston, MA BOND Civil & Utility has named Emily Grimes as the new director of marketing. Grimes, who brings more than 15 years of work experience in elevating companies through brand trust and visibility, will now lead overall marketing management efforts for BOND.

In her new role, Grimes will help position BOND Civil & Utility in support of the sales pursuit process through marketing, public relations, market research, branding, and strategic planning. Building on her track record of increased sales and brand visibility, Grimes will help to strategically position BOND Civil & Utility in key markets, supporting all existing business and relationships, and driving new sector goals.

“At BOND Civil & Utility, we are always looking for ways to expand our presence in the industry and promote the talented individuals and projects that set our organization apart,” said Kane Cuddy, president of BOND Civil & Utility. “We believe Emily’s experience and creativity will showcase BOND’s deep bench of talent and track record of success to support our brand and goals for the future.”

Known for transforming complex challenges into successful initiatives that grow both relationships and revenue, Grimes excels at leading teams through strategy, brand development, media, production, and performance measurement — with an insight-driven, customer-centric approach and constant focus on assuring all initiatives are strategically aligned with business needs and goals.

“BOND is one of the fastest growing family-run businesses in MA, and a significant part of that is driven by Civil & Utility, which made notable additions to both its team and capabilities this year,” said Grimes. “I look forward to serving as a steward for the BOND Civil & Utility brand and am eager to hit the ground running in my role, assuring brand consistency, alignment, and growing overall engagement.”

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