



Candice M. Meredith, APR
Director of Marketing, PBH Residential Care Homes
Owner, CMM Communications

Candice Meredith is the director of marketing for PBH Residential Care Homes. She is responsible for the strategic development and execution of all of PBH Residential Care Homes' marketing, public relations, media relations, community relations and general communications campaigns.

Candice is also the owner of CMM Communications, a marketing and communications agency that specializes in public relations, media relations, community relations, employee communications, corporate communications, brand identity and marketing campaigns. A seasoned marketer and writer, Candice works closely with her clients to establish internal and external communications goals, define branding and messaging, develop strategic marketing plans and execute tactical solutions that support both their marketing and business objectives.

Candice founded CMM Communications in March 2010, after accumulating more than 14 years of corporate communications and public relations agency experience. Realizing her talents, combined with her extensive communications background and direct marketing experience, Candice sought an opportunity to create an environment that fostered more creativity and enhanced the client personalization experience. Candice's innate drive and compassion to "make a difference" greatly benefits her clients, as she always seeks to answer the key communications and marketing question ... "Why?" If every marketing tactic can tie back to the answer, Candice knows she's got her clients and their customers' best interest in mind.

Prior to founding CMM Communications, Candice was a senior marketing strategist at Chase Paymentech, an entity of JPMorgan Chase. There, she served as lead copywriter and brand manager, establishing and managing the company's style, grammar and tone guidelines for all internal, merchant and partnership communications. She also managed the company's monthly employee newsletter, as well as two different merchant newsletters.

Before Chase Paymentech, Candice served as communications manager at Vought Aircraft, Incorporated, overseeing employee communications and media relations. Before entering the corporate communications sector, Candice gained invaluable experience working at highly respected public relations agencies, including Epley Associates in Raleigh, N.C., and Ketchum Public Relations, The Powell Group and Edelman Public Relations Worldwide, all in Dallas, Texas.

Like the rest of the PBH Residential Care Homes team, Candice has experience a loved one in an assisted living situation, as her father received in-home hospice care. So, she was thrilled to join the PBH Residential Care Homes team, as they create a modern, cheerful and "dignity-first" senior home.

Candice obtained her Bachelor of Arts in Public Relations from Southern Methodist University in Dallas, Texas. Adding to her education, Candice obtained her Accreditation in Public Relations from the Public Relations Society of America's Universal Accreditation Board in 2003.

Candice is a wife and mother of three. When she is not executing parental duties or busy working, you may find her running on a trail, swimming a few laps or biking in the neighborhood, as she is an avid triathlete and marathoner. Candice also devotes a lot of time to fundraising for a cure for cancer, as well as serving as an advocate for cancer survivors and caregivers. She and her family are actively involved in the Lance Armstrong Foundation. Candice is also a contributing writer to www.cancerhq.org.

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