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## FOR IMMEDIATE RELEASE

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## ALPHA CORPORATION APPOINTS ANDREA FITCH AS DIRECTOR OF MARKETING

**DULLES, VA, January 6, 2014:** Alpha Corporation, a professional engineering/construction management firm, welcomes Andrea Fitch as Director of Marketing.

Andrea joins Alpha Corporation following a 21-year career in the A/E/C industry serving in senior management positions in marketing for contractors, consultants, and A/E firms. Her award-winning career includes recognitions for marketing, advertising and communications by SMPS, NAIOP, and CWA, as well as regional and national leadership roles within industry associations including SMPS, NAIOP, DCBIA, IFMA. In October 2013, Andrea received CoreNet Global's prestigious Luminary Award for being rated a "Top 10%" Orlando Summit speaker for which she co-presented on work space futures and planning forecasting for the growing multi-generational workforce.

Alpha Corporation President Philios Angelides, P.E., stated that "Andrea's industry knowledge, reputation and leadership will be invaluable assets in further expanding Alpha Corporation's brand of service innovation and quality within the A/E/C, government and private sector clients. We are excited to have her join our expanding corporate leadership team as we grow in existing and new markets."

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As Alpha Corporation's Director of Marketing, Andrea will manage day-to-day corporate marketing operations and strategic activities, including development and implementation of a formal marketing plan, updating of the communications branding platform, and coordinating proposals, presentations, and business development activities with current and new clients.

Alpha Corporation, a full-service woman-owned firm, provides civil/structural engineering, program/construction management, project controls, and technology services for various building types and heavy infrastructure projects. Assignments have encompassed providing these services for a broad spectrum of clients, including all levels of government agencies, public and private enterprises/partnerships, Fortune 500/Global 1000 companies, institutions of learning, commercial developers, energy companies, contractors, architects, and more. Overall, the firm's project portfolio exceeds \$50B in program constructed value for the past 35 years. Alpha Corporation's vision is to be recognized by clients for responsive, innovative and quality services in the building and infrastructure sectors, and to be the employer of choice for professionals seeking stimulating and rewarding careers. Alpha Corporation's mission is to provide innovative and sustainable solutions for the lifecycle of building and infrastructure projects through the integration of best-practice engineering, program/construction management, project controls, and technology. For more information, visit [www.alphacorporation.com](http://www.alphacorporation.com).

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