

Contact:

Kelly Phelps

Phone: 602.338.9387

Email: Kelly.Phelps@psm-2.com

FOR IMMEDIATE RELEASE

March 5, 2021

Former LAX Chief Experience Officer Joins PSM² as VP of Business Development



PSM Squared, Inc. (PSM²), a construction communications and coordination firm, today announced that former Los Angeles World Airports (LAWA) Chief Experience Officer Barbara Yamamoto has joined the company as Vice President of Business Development.

Retiring in September 2020 after 33 years of service with the City of Los Angeles, Yamamoto will bring her expertise in guest experience, employee engagement, communications, and culture change to augment PSM²'s bench that includes project management and construction logistics, coordination and communications.

Alicia Robertson, PSM² President and CEO said, "Our goal is to take the pain out of construction impacts to ultimately create stress-free and happy experiences even in an ever-changing world with challenges at every turn. We want to ensure that a positive experience can be sustained on an ongoing basis through effective construction coordination and collaboration. Barbara's experience in the aviation industry and her energy and passion for always looking for innovative ways to improve the guest experience in challenging and dynamic environments will be such an asset for our team and clients."

Yamamoto said, "I'm pleased to join PSM² on National Employee Appreciation Day as employee engagement and recognition is at the core of the guest experience, a value I know PSM² embraces. I am also excited to start at a time when the industry is working hard to prove its resiliency once again. With PSM²'s reputation for a coordinated and thoughtful approach, I know we can help ensure that the first return to travel is a positive experience to gain the trust and confidence of customers to come back again."

With 20 years of experience at one of the busiest airports in the world, Yamamoto was a member of the senior management team and led the guest experience culture change, resulting in improved customer satisfaction and worldwide rankings at Los Angeles International Airport. She also spearheaded a wide-scale change management program for LAWA focusing on communications, process improvements, training and development, and enhanced customer service. She also served as the agency's first Community Relations Director and Ethics Officer. Yamamoto has a bachelor's degree in sociology from

the University of California, Los Angeles, and a master's degree in journalism/public relations from the University of Southern California. Yamamoto has also served as an adjunct professor at Loyola Marymount University, instructing public relations writing.

About PSM², Inc.

A Woman-Owned Small Business established in 1988, PSM² provides support services to the design and construction industry including project management, communications, wayfinding and signage, guest experience, employee engagement, culture change and more. Our mission is to support our clients with the utmost professionalism, quality support services, and innovative communications methods.

For more information about PSM², Inc, please visit: www.psm-2.com

###