

Contact:

Barbara Yamamoto

Phone: 602.338.9389

Email: barbara.yamamoto@psm-2.com

FOR IMMEDIATE RELEASE

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Alice Bimrose Joins PSM² as Executive Program Director

PSM Squared, Inc. (PSM²), a construction communications and coordination firm, today announced the appointment of Alice Bimrose as Executive Program Director, responsible for executive-level leadership of communications and support of all PSM² projects.



Alicia Robertson, PSM² President and CEO, said, “We are excited to have Alice join our team and support our mission to minimize impacts and increase satisfaction for our team and clients. Alice’s unique experience, expertise and talent will ensure we continue to strive for excellence as we help organizations replace chaos with calm during development programs.”

Bimrose recently retired as Assistant Deputy/Special Projects Administrator in the Facilities and Services Division for the City of Phoenix Aviation Department at Sky Harbor International Airport (PHX). Serving PHX for more than 24 years, Bimrose worked in several key areas including Capital Management, Design and Construction, Public Relations, Human Resources and the Director’s Office. During her tenure, she also served as Airline Affairs Manager in the Business Office, and Aviation Program Manager in the Design and Construction Services and Capital Management Divisions. Before joining PHX, Bimrose worked for 13 years in the private and nonprofit sectors.

“I am pleased to join PSM² after 24+ years of wearing many hats to champion customer service while supporting staff and stakeholders at America’s Friendliest Airport. I am thrilled to have the opportunity to work at PSM², a company I have long admired for its thorough, consistent, collaborative approach to easing the headaches often caused by construction. I look forward to applying my knowledge and skills as we help organizations transform the chaos of disruption and change into calm,” said Bimrose.

Bimrose earned a Master of Arts degree from Ottawa University, a Bachelor of Arts degree from Marquette University, and a Certificate of Airport Management from Embry Riddle Aeronautical University. She is an Airport Certified Employee in Airfield Operations and an Accredited Airport Executive through the American Association of Airport Executives. She has also been an active panelist for the Airports Cooperative Research Program and received the prestigious President’s Award from the Arizona Airports Association in 2022.

Originally from Michigan, Bimrose has lived in Phoenix for more than 30 years and has two adult sons.

About PSM Squared, Inc. (PSM²)

PSM² is an experienced Woman-Owned Small Business holding Disadvantaged Business Enterprise certifications (DBE/SBE/SBC/WBE/WOSB) and providing strategic communications and guest experience services for more than 33 years. With a mission to build a positive guest experience during change and disruption, PSM²'s unique services aim to minimize impacts, increase satisfaction, and replace chaos with calm during major capital development programs. Current clients include Los Angeles International Airport, Phoenix Sky Harbor International Airport, and the Inglewood Transit Connector.

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

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