

# On the Move: 4 August 2016

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*Anord, Bohan, Fifth Third, Messer, NAI Nashville, Nashville Health Care, The Heritage at Brentwood announce updates*

AUTHORS [Staff Reports](#)



*Courtesy of NAI Nashville*

Commercial real estate company NAI Nashville has named Lyndi Berrones as marketing and client specialist.

Berrones (pictured) will be responsible for all marketing and business development duties, according to a release.

Previously, Berrones served as economic development director for the Miami-Dade Beacon Council. There, she led the county's economic development efforts in the technology sector by recruiting new businesses and growing existing companies. She directly assisted in the creation of 2,200 new jobs and \$250 million in new capital investment for Miami-Dade County. She also directly contributed to the approval of millions of dollars in financial incentives for companies locating to or expanding in Miami.

Prior to her work with the Miami-Dade Beacon Council, Berrones worked for Hispanic Connections, a business consulting firm in Columbia, S.C., and for South Bridge Access in Santiago, Chile.

A Chattanooga native, Berrones earned a master's degree in international business and a bachelor's degree in international business and finance from the University of South Carolina Moore School of Business.

Berrones' prior community involvement includes work with eMerge Americas technology conference, the World Economic Forum and the Network for Teaching Entrepreneurship.

"Lyndi has immense knowledge and experience in economic development and in marketing, promotions and sales, which makes her ideal to fill this role," Devin McClendon, president of NAI Nashville, said in the release. "She has a strong business mind and is an excellent thought leader and relationship builder. She is an excellent asset to our team."

### **Anord adds Nashville-based regional manager**

Virginia-based Anord Critical Power, Inc. has named Bruce Johnson as regional sales manager.

He will be based in Nashville.

"We are excited to welcome Bruce Johnson to the Anord team," John Day, ACPI vice president of sales and marketing. "His hands-on experience and deep, regional business relationships make him a perfect candidate to expand our customer base in the U.S., power distribution market."

Johnson brings 40 years (20-plus years in a VP capacity) of electrical industry experience to Anord's management team. Previously, he was vice president, East region, at Border States Electric and Vice President of Sales and Engineering with Harris Electric Supply Co. in Nashville,

Johnson holds a Bachelor of Science degree from the Tennessee Tech University School of Engineering.

### **Nashville Health Care Council announces board additions**

The Nashville Health Care Council has announced Dr. C. Wright Pinson, deputy CEO of Vanderbilt University Medical Center and CEO of Vanderbilt Health System, will serve as chairman of the board for a two-year term.

Pinson, the board's former vice chairman, succeeds William Gracey, former president and CEO of BlueCross BlueShield of Tennessee. Gracey remains on the board as a director.

R. Milton Johnson, chairman and CEO of HCA, was selected to begin a two-year term as vice chairman of the board.

"The Council plays an integral part in promoting the growth of Nashville's \$73 billion health care industry. As Council chairman, I look forward to working alongside the other directors and members to continue this important work," Pinson said in a release.

New and renewing at-large directors include David L. Black founder, chairman and CEO, Aegis Sciences Corp.; Christopher A. Holden, president and CEO, AMSURG; T. Andrew Smith, president and CEO, Brookdale Senior Living; and Carl Whitmer, president and CEO, IASIS Healthcare.

Nine new directors are joining the board for one-year terms:

James W. Bearden, CEO, Gresham, Smith and Partners; Darrell S. Freeman, chairman and CEO, Zycron; Jay Hardcastle, partner, Bradley; James E.K. Hildreth, M.D., president and CEO, Meharry Medical College; Allen Moseley, general partner, Noro-Moseley Partners; Mike Musick, assurance office managing partner, BDO USA; Vincent P. O'Leary, senior vice president, health care private banking, Brown Brothers Harriman; Clay Richards, CEO, naviHealth; and Tammy N. Wolcott, CEO, W Squared.

Dr. Marc Watkins, CMO of The Little Clinic, has been elected to the board for a one-year term. He serves in a director seat for an outstanding alumnus of the Council Fellows initiative.

In addition, Will Howorth, vice president, strategic business growth, HCA Urgent Care, and chairman of the Council's Leadership Health Care initiative, was elected to serve a one-year term on the board.

### **Fifth Third promotes Robertson**

Bo Robertson has been promoted to vice president and retail regional manager for Fifth Third Bank's Tennessee region.

Robertson joined Fifth Third in 2008 as financial center manager of the Hickory Village branch and was soon promoted to financial center manager of the Spring Hill location. In July 2013, he was promoted to retail sales coach for the Tennessee, Georgia and North Carolina regions.

Robertson co-founded the bank's LGBT Business Resource Group in 2008 and has also served as co-chair for the Tennessee Diversity and Inclusion Council.

He received his bachelor's degree in journalism from Eastern Kentucky University.

### **Messer promotes Trusty to building systems engineer**

Messer Construction Co. has promoted Keith Trusty to building systems engineer II from building systems group engineer in the company's Nashville region.

Trusty joined Messer in 2013 and has since played a role in projects with clients such as Vanderbilt University and Jack Daniel's.

Trusty graduated from Purdue University with a degree in civil engineering. He has been involved in Construction, the National Kidney Foundation Kidney Walk and the American Lung Association

"Keith is a true asset to our team," said Tom Lampe Messer, vice president and Nashville region leader. "We are proud of his continued growth within our company and know that he will bring a great deal of value to his new role."

### **The Heritage at Brentwood taps Bell for marketing, promotes Emerson**

The Heritage at Brentwood has appointed Birdie Bell to marketing assistant and has promoted Ashley Emerson to sales/move-in coordinator.

Bell will provide ongoing support to the marketing and sales team, including office and receptionist responsibilities, event coordination, website management and developing new social media strategies for the active senior living community.

Emerson will work directly with prospective clients to ensure gradual but seamless move-in transitions from their current homes to The Heritage at Brentwood. She will also assist during the sales process, which includes coordinating buyer retention activities and event planning for the community's Priority Club and Executive Club members, who are future residents of The Heritage's new Redbud building.

In addition, Emerson will serve as the primary oversight for residence selections and will oversee residence refurbishments.

Previously, Emerson served as the marketing assistant for the Heritage.

### **Bohan adds four in event planning, engagement**

Bohan Advertising (stylized as BOHAN) has added four employees in its event management and engagement areas.

\* Kim Johnson is the agency's new event manager. She most recently spearheaded events in Washington, D.C., for both non-profit and private sector clients. She earned Certified Meeting Professional credentials from the Convention Industry Council and has a master's degree with a focus in event management from George Washington University.

\* Andy Wilson joins as associate engagement director overseeing digital. He most recently worked as a freelance digital advertiser and previously was director of interactive strategies at RODE Advertising in New York.

\* Jenn Kneeland is the agency's associate engagement director. She has experience in agency and client-side media planning and buying. Kneeland most recently was media supervisor at Butler, Shine, Stern & Partners in Sausalito, California.

\* Shelby Button is an engagement planner, working primarily with BlueCross BlueShield of Tennessee and St. Vincent's HealthCare accounts. Previously, Button worked for Howell Liberatore & Associates in Elmira, New York.

"These four professionals came from both coasts to be in Nashville. They were attracted by the BOHAN culture and Nashville's great reputation for creativity in many fields," said Shari Day, president and CEO.

*Send personnel information to [wwilliams@nashvillepost.com](mailto:wwilliams@nashvillepost.com).*

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