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**Sterling Financial Management Adds Marketing Director to Staff**

HAGERSTOWN, Maryland, December 4, 2020—Sterling Financial Management, Inc. announces Ally Sirbaugh as its new marketing director. In this role, she will manage their social media, create various marketing materials, update the company’s website, write press releases and assist with events.

Prior to joining Sterling Financial Management, Ally served as the communications director for the Community Foundation of Washington County MD for more than six years. She helped increase brand awareness for them through newsletters; their annual report, Impact; advertising pieces and press releases. Ally also managed two web sites, their social media accounts and the 24-hour giving day, Washington County Gives, for over 90 nonprofits. She has almost 20 years of experience in marketing and communications having previously worked for The Plamondon Companies’ Roy Rogers Restaurants, where she handled their marketing budget, developed and coordinated all restaurant promotions, point-of-purchase materials and new menu items.

Ally graduated from the University of Tennessee,Knoxville, with a Bachelor of Science in Communications, majoring in advertising.

“Ally brings a lot of marketing experience and knowledge to Sterling Financial Management,” said Dave Neterer, founder and president of Sterling Financial Management. “We think having a marketing director in-house will help us promote our business in order to assist more clients with their financial planning needs.”

**About Sterling Financial Management, Inc.**Founded in December 2009, Sterling Financial Management is a comprehensive financial services firm with offices in Hagerstown and Frederick, Maryland, helping clients with long-term financial independence. Services include financial planning, investment management, insurance, college funding, tax resources and retirement preparation. Sterling Financial Management is supported by LPL Financial, the nation’s largest independent broker dealer\* and a leader in the retail financial advice market. LPL provides the resources, tools and technology that support advisors in their work to enrich their clients’ financial lives. To learn more, call Sterling Financial Management at (301) 733-7777, or visit [www.sterlingfm.com](http://www.sterlingfm.com).

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\*Based on total revenues, *Financial Planning* Magazine June 1996 – 2019.

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