



Public Relations & Marketing

Contact: Jessica Neuman
Westbound Communications
714.663.8188 (o)
858-382-5157 (m)

Linda Martin, APR Joins Westbound Communications as Partner
Veteran Communicator to Lead Orange County Office

Orange, CA (May 14, 2019) –Westbound Communications has hired Linda Shipkey Martin, APR, to join its staff as partner and general manager of its Orange County office.

Martin brings decades of experience in food marketing to Westbound, which the firm plans to build upon to expand its consumer practice. In addition, Martin’s background includes 18+ years as a managing director, partner and global account leader in the Los Angeles office of Porter Novelli, a global communications agency.



Along with Westbound partners Scott Smith, Carrie Gilbreth, and Christopher Perez, APR, Martin will add depth to the firm’s experience in corporate communications, reputation management and crisis counsel.

“Linda brings exactly the kind of leadership we are looking for to spearhead our office in Orange, especially as we grow and expand our practice areas,” said Smith, who founded Westbound in 2003. “She is a perfect fit for our culture and joins an amazing team of professionals.”

The move marks a coming home of sorts as Martin began her career in Orange County, serving as Vice President for Orange County-based Laer Pearce & Associates where she and Gilbreth first worked together. Martin also lives in Orange County.

“This marks a great opportunity for me to come back to Orange County and work alongside an exceptional team that I’ve known for decades,” said Martin. “I look forward to helping build an even stronger agency by introducing new practice areas,” said Martin.

About Westbound Communications: Westbound is a best-in-class team of branding strategists, social marketers, media and community relations specialists, content generators and behavioral scientists. With offices in Orange and Riverside, Westbound is proud to work with our valued clients to address any communication challenge. www.westboundcommunications.com