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**VETERAN NASHVILLE MARKETER JUMPS OUT ON HER OWN**  
*Industry expert forms Wait & Co. with ready-made roster of existing clients*

**NASHVILLE, Tennessee, (August 19, 2014)** -- Nashville marketing veteran [Audra Wait](#) today launched [Wait & Co.](#), a marketing agency focused on communications strategy and creative design.

The firm already counts a half-dozen local and regional clients on its roster in industries that include healthcare, technology, retail, non-profits and start-ups.

"I've always had a bit of an entrepreneurial spirit and felt with the vibrant business environment in Nashville and Middle Tennessee, the time was right to launch this venture," said Audra Wait, president of the new agency, which will be located in the city's trendy Marathon Village. "Fortunately, I've had highly loyal clients over the years who like what we've achieved together and will be following me to my new company. I'm excited about the opportunity to put my leadership and marketing skills to work helping them and more companies succeed in this market."

Wait & Co. will offer branding, strategic planning, creative, advertising, media relations services and social media, as well as website design and development.

"Our philosophy is to work hard to truly understand a client's business and listen more than talk," Wait said. "It's not about pushing agendas or budget or forced ideas. Instead, it's mutual respect and transparency that will inspire creative business-building solutions that are flexible, lasting and successful for clients. That's what we're all about."

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Wait most recently served as principal for business development for Noble Sidekick, a Nashville marketing agency. She's also been an account supervisor for Gish Sherwood & Friends (GS&F), corporate marketing specialist for Cogent Healthcare and director of client relations for Deane, Smith & Partners when it was known as Logic Media Group.

Clients with whom she previously worked include Healthcare Management Systems (HMS), PivotHealth, Informatics Corp. of America, ReDoc Software, Amplion Clinical Communications, the Nashville Predators and the National Foundation for Cancer Research.

Wait has a B.S. degree in Communications from The University of Tennessee, Knoxville and an MBA from Lipscomb University. She is a member of the Alumni Board for the College of Business at Lipscomb University and the Communications Committee for the ACHE of Middle Tennessee and TN HIMSS. She is also a past member of the Board of Governors of the Nashville Junior Chamber (where she was named Board Member of the Year in 2007) and former head coach of the Vanderbilt University Women's Club Lacrosse Team (2006-2013).

She was recently honored with the *Nashville Business Journal's* 40 Under 40 Award for her professional accomplishments and contributions to the city.

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***About Wait & Co.***

*Wait & Co. is a boutique marketing agency focused on helping companies achieve their business goals and objectives through effective communications strategy and inspiring creative design. We serve as watchmen, always protecting our clients' best interest. [www.waitandco.com](http://www.waitandco.com)*