

The Team

Our team is comprised of talented professionals who add value, with a unique mix of experience and capabilities. **Contact us to learn more.**



David Caldwell
859.381.9510
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David Caldwell, Principal, Balance Creative

Experience: David Caldwell is an advertising, graphic design and marketing professional with more than two decades of experience.

Background: BFA, Graphic Design from Eastern Kentucky University

Emphasis: In addition to project management, David handles the marketing & business management side of his firm. He began his career as a graphic designer, but migrated to client services, project management and media services. David still plays an active role in the creative process for clients, but now he gets just as energized from helping clients determine appropriate marketing strategies — and the necessary approach to get them there. David has worked alongside many groups, non-profits, and associations, assisting them with design strategy, membership retention/recruitment, public relations programs, and branding/positioning efforts.



Leanna Comer
859.351.0692
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Leanna Comer, Owner and CEO, Comer Research Consultants

Experience: More than 25 years in the market research industry, including the last five years as owner of her own firm.

Background: BA from Morehead State University (degrees in both Journalism with Advertising & Public Relations emphasis and Radio/TV Production). A past adjunct professor in the Communications Department at the University of Kentucky, teaching Research Methods for the Communications Professional for two semesters.

Emphasis: With more than 25 years of experience, Comer specializes in developing research studies that support and advance clients' marketing and public relations strategies. Comer has extensive experience with a wide array of research methods including focus groups, in-depth interviews, and surveys conducted online, via mail, or through telephone interviews.



Molly Sutherland
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Molly Sutherland, President, Sutherland & Associates

Experience: 30 years in business design initiatives for Fortune 10 organizations as well as privately held and family-owned organizations, associations and other non-profit organizations.

Background: Executive MBA from Bellarmine University, past member of Vistage, the world's largest professional association for CEOs and COOs. A past Bingham Fellow and Adjunct Professor at Bellarmine University's MBA program, teaching Entrepreneurial Strategies, for seven years.

Emphasis: Understanding the importance of challenging others as part of the process of: transformational leadership, change management, prioritizing business initiatives, professional growth and development, building teams and valuing people, introducing lean principles in non-manufacturing environments, and utilizing the tool of discovery.