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Contact: Colby Sledge | Sledge Strategies
(615) 812-2157 | colby@sledgestrategies.com

CULTURE SHIFT TEAM LAUNCHES MULTICULTURAL MARKETING AND PR AGENCY

Nashville-based partners bring corporate, nonprofit experience to market

NASHVILLE – In an increasingly diverse Middle Tennessee, three longtime Nashville corporate leaders have launched [Culture Shift Team](#), a consulting agency of leading experts in marketing, public relations, community engagement, customer experience, and diversity strategy.

Ann Gillespie, Marcela Gómez and **Robert L. Wilson** have built their careers around inclusive and authentic approaches to marketing and community relations in minority and underserved communities. With the Culture Shift Team, clients receive tailored strategies that include communications, outreach, and consulting to help build trust with people across cultures, generations, and languages, inside and outside the organization. Their approach also includes training on cultural agility and implicit bias.

The CST mantra is the Platinum Rule: "Treat others the way they would like to be treated." Each client engagement delivers a customized, results-oriented plan to meet objectives and build lasting, sustainable relationships with internal and external customers and stakeholders.

"Each of us has seen well-intentioned companies approach diversity, inclusion and multicultural marketing with the same cookie-cutter approach, and then wonder why they didn't achieve the results they were seeking," said Gómez. "We help the client create authentic relationships in multiple communities, instead of treading down the same well-worn paths."

Before co-founding CST, Gómez created Hispanic Marketing Group, a leading full-service bilingual and bicultural marketing and communications agency in Nashville. She leads CST's strategic multicultural public relations division, offering counsel and services to consumer, corporate, nonprofit and other clients.

Wilson served as Nissan North America's first director of diversity and inclusion and later as director of customer experience. He leads CST inclusion strategy development, implicit bias training and customer experience strategy in corporate, retail and nonprofit environments.

Gillespie provided language services and multicultural training for major companies and organizations, and led a public-private partnership to create FUTURO, Inc., a Latinx college student association. She designs signature community outreach programs for clients and leads training for the MULTICULTURAL LENS series, a tool to help organizations improve their cultural agility.

Those interested can learn more at cultureshiftteam.com or by emailing connect@cultureshiftteam.com.

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