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**Highlander Construction & Development, Inc announces  
the hiring of a new Director of Marketing & Sales**

**CHRISTIANSBURG, VA. – August 29, 2011:** James Oliver, President of Highlander Construction & Development, Inc announced today the hiring of Ms. LeeAnn Francis to serve as the Company's new Director of Marketing & Sales.

LeeAnn Francis was born and raised in the New River Valley graduating from Auburn High School in Riner Virginia. She then attended New River Community College. LeeAnn has worked for several companies in both the New River and Roanoke Valleys in sales and marketing, most recently at AVID LLC in Blacksburg. LeeAnn and her husband Steve live in her grandparent's historic old farmhouse in Montgomery County

The Director of Marketing & Sales is primarily responsible for coordinating all sales, planning and implementing of the marketing plan including the creation and update of all marketing tools, planning and implementing all branding strategies, representing the company in all public events, and coordinating the company's customer service program.

Said Mr. Oliver; "We are really excited to have LeeAnn joining our team. LeeAnn has never met a stranger and her easy-going manner and communication skills drive her to offer clients the best customer service experience possible."

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**About Highlander Construction & Development**

**Highlander Construction & Development** is a value driven and vision oriented company specializing in single and multi family residential construction, custom home building, light commercial construction, and land development. Having built custom homes in Blacksburg, Christiansburg, Radford, Giles and Pulaski, the company has been proudly serving as a premier custom home builder in New River Valley since 1999. Company President and Founder, James Oliver, also performs business, organizational, and marketing consulting for companies related to the building and construction industry.

Built on a commitment to integrity, value, superior craftsmanship, and unmatched

customer service, Highlander Construction & Development is widely recognized as one of the premier builders and general contractors in Southwest Virginia. In 2009 the company was awarded "Builder of the Year" by the New River Valley Home Builder's Association in part for its attention to detail and steadfast dedication to excellence. In 2010 the company was awarded the "Design Excellence Award" by the New River Valley Homes Builders Association (NRVHBA) for the original design and construction of the Earthcraft energy efficient homes on Piedmont Street in Blacksburg, Virginia.

To learn more about Highlander Construction & Development, Inc. please visit the company website at [www.highlanderconstruction.com](http://www.highlanderconstruction.com)