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SMBW Announces Promotion of Sierra Roman, CID, to Firm Associate

Richmond, VA – SMBW, PLLC, an interdisciplinary design studio for architecture, landscape architecture, interior design, and urban planning founded and operating in Richmond, is proud to announce that Sierra Roman, CID, has been promoted to an Associate in the firm.

Roman, a 2006 James Madison University graduate from Chester, VA, has been with the firm for eight years and became a certified interior designer in 2010. She served on the Board of the Virginia/West Virginia chapter of the International Interior Design Association from 2007-2008 and has been involved in multiple professional associations and volunteer work throughout her career.

Using a client-centric approach with an unrelenting passion for design, Roman has worked on an array of project types including commercial offices, higher education, community non-profits, outpatient healthcare facilities, and retail. She was the lead on multiple interior renovation projects including converting an old Manchester facility into a customized office space for a rapidly growing digital branding agency known as Authentic, as well as completely renovating a historic building on Broad St in Downtown Richmond to become the Retail Flagship, Bespoke Workshop, and Office Headquarters for men's clothing retailer, Ledbury.

Tamara Van Meter, Firm Principal and Head of Interiors: "Sierra's passion for design and sensitivity to the client's vision are tremendous assets to our firm. As a mentor, she works with young designers on maintaining design integrity with fresh creative ideas. We are thrilled to welcome Sierra as an Associate and emerging leader at SMBW!."

Requests for additional information or interviews should be forwarded to SMBW Marketing Coordinator, Annie Colpitts, at acolpitts@smbw.com.

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