

**Media Contacts:**

Kate Catlin  
MMI Public Relations  
(919) 233-6600  
[kate@mmipublicrelations.com](mailto:kate@mmipublicrelations.com)

Patty Briguglio  
MMI Public Relations  
(919) 233-6600  
[patty@mmipublicrelations.com](mailto:patty@mmipublicrelations.com)

**Laser Spine Institute Names Briley Cienkosz Director Of Marketing**  
*Leader In Endoscopic Surgery Promotes Former Brand Marketing Manager*

TAMPA, FLA. – Bill Horne, CEO of Laser Spine Institute (<http://www.laserspineinstitute.com>), the leader in endoscopic spine surgery, has announced that Briley Cienkosz has been promoted to director of marketing, where she will be responsible for managing a staff of marketing professionals in executing both online and offline marketing initiatives, creating strategic marketing campaigns, developing a concise brand positioning and communicating the overall brand vision to the public. Formerly Laser Spine Institute's brand marketing manager, Cienkosz will serve as a strategic partner as she evaluates both current and potential programs with the objective of reaching an increased number of individuals seeking an endoscopic alternative to open back or neck surgery. Prior to joining Laser Spine Institute, Cienkosz previously served on the marketing teams of Adolph Kiefer and Associates and the Adidas Group.

**QUOTE:**

"We are excited to have Briley transition into Laser Spine Institute's director of marketing position, as we know that her raw talent and understanding of the marketing industry will provide the additional resources needed for positioning our facility to the public," said Horne. "I look forward to the growth that will come from Briley's leadership and the new opportunities and improvements that will be made under her direction. When looking at our marketing department, we fully understand the importance in having a strong internal leadership team, as this is one of our most effective methods of outreach for connecting with individuals suffering from back and neck pain and helping them receive the quality care they deserve to get their lives back."

**NEW MEDIA CONTENT:**

Laser Spine Institute blog  
<http://blogs.laserspineinstitute.com>

Laser Spine Institute on Twitter  
<http://www.twitter.com/laserspine>

Laser Spine Institute on Facebook  
<http://www.facebook.com/laserspine>

Laser Spine Institute on YouTube  
<http://www.youtube.com/user/LaserSpineInstitute>

Laser Spine Institute Seminar Information  
<http://www.spineseminar.com>

**DETAILS:**

- Cienkosz earned a Bachelor of Science degree in marketing from Southern Illinois University in Carbondale and a master's in business administration from the University of Wisconsin in Kenosha.

**ABOUT LASER SPINE INSTITUTE:**

Laser Spine Institute offers a safe and effective alternative to open back and neck surgery, by using the latest techniques in minimally invasive procedures, alleviating the painful symptoms of sufferers from around the world. The leader in endoscopic spine surgery, Laser Spine Institute treats a variety of spinal conditions, including spinal stenosis, degenerative disc disease, pinched nerves, bone spurs,

bulging/herniated discs and sciatica. Laser Spine Institute's renowned medical team provides treatment at three accredited surgical centers in Tampa, Fla.; Scottsdale, Ariz. and Philadelphia and medical consultations at facilities in San Diego, The Villages, Fla. and Fort Lauderdale, Fla. Laser Spine Institute recently opened a new surgery center in Oklahoma City. For more information, visit <http://www.laserspineinstitute.com>.

Kate Catlin  
MMI Public Relations  
(919) 233-6600  
[Kate@mmipublicrelations.com](mailto:Kate@mmipublicrelations.com)  
<http://twitter.com/mmipr>  
<http://www.mmipublicrelations.com>

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