



COMMUNICATIONS GROUP
Marketing | Public Relations
POWERING INSIGHT

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CARLA GIBSON RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



Carla Gibson is The Communications Group's newest inductee to the Women In Industry series.

LITTLE ROCK, Ark. (September 23, 2022) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the agency's weekly series, [Women In Industry](#) (WIN), honoring women nationwide across multiple industries.

This week's WIN inductee and podcast guest is [Carla Gibson](#) of Lee's Summit, Missouri. As the vice president of programs at [REACH Healthcare Foundation](#), Gibson creates strategic community investments to advance health equity in the organization's six-county service. She is also responsible for grantmaking, initiatives, strategic funding and working with nonprofit partners.

"We are honored to showcase the remarkable impact Carla is making on the Kansas City area," said [Lisa Van Hook](#), agency principal, Director of Client Services and WIN podcast co-host.

"Carla's determination to advocate and improve her community, especially underrepresented populations, is amazing and something to be admired."

Gibson also leads Centering Black Voices, which funds eight Black-led organizations through unrestricted grants and provides professional development and networking opportunities for the organizations. Centering Black Voices, piloted in 2020, strives to emphasize and repair relationships with the Black community in the Kansas City area.

“I want to continue to push our Foundation in trying to continually remove barriers and be responsive to the communities we serve, whether that’s rural community, Black community and Latinx community,” Gibson said. “I want to take what we’ve learned and continue to refine ourselves.”

Gibson holds a bachelor’s degree from the [University of Nebraska Omaha](#) and a master’s degree from [Bellevue University](#). As ComGroup’s latest WIN inductee, Gibson appears this week as the next featured guest on the agency’s [Women In Industry Podcast](#).

ComGroup donated to the [Greater Lee's Summit Healthcare Foundation](#) in Gibson’s name, an organization she supports, in recognition of her professional achievements and contributions to her community.

Women In Industry inductees are announced each Friday on The Communications Group’s [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). Additionally, you can find episodes of the new Women in Industry Podcast [here](#). For more information on the WIN series, you can find each inductee’s profile at [ComGroup.com](#). WIN inductees are selected through an open nomination process. Nominations are currently being accepted and submitted [here](#).

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About The Communications Group

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

About WIN

The Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process, which is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).