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*For Immediate Release*

## Mr. David Hickman Joins The SPECTRUM Group

Alexandria, Va. – August 18, 2025 – [The SPECTRUM Group \(TSG\)](#) is pleased to announce that [Mr. David Hickman](#) has joined its firm. Mr. Hickman supports clients in digital transformation, artificial intelligence (AI), and sustainable innovation domains, leveraging his expertise across AI, knowledge and content management, storytelling, and brand strategy to help clients design and implement transformative technology and communication programs.

"David brings exceptional experience, expertise, and integrity to TSG," said [Andrew J. Campbell, TSG Executive Chairman](#). "His strong strategic communications, digital transformation, AI, and brand development background will greatly support our U.S. and global clients. I look forward to working together closely."

Prior to joining TSG, Mr. Hickman led product ideation, digital experience, and enterprise transformation as an innovation consultant, digital strategist, sustainability, ethical AI, and marketing and strategy generalist for clients in energy, transportation, insurance, finance, media, and retail sectors. He previously facilitated public affairs and community engagement for the Florida Department of Transportation, and helped design a wildlife corridor concept and presented the idea to Congress to secure funding.

"TSG is fortunate to have David join our team," said [TSG's President, Major General George Close, U.S. Army \(Ret.\)](#). "His strong and unique background across marketing, branding, and strategic communications, combined with innovation, transformation, and technology, will enhance TSG's [Energy, Installations & Environment](#), [Government Relations](#), [Security](#), [SPECTRUM Cyber Compliance](#), [Strategic Communications](#), and related practice areas."

In addition to his work at TSG, Mr. Hickman serves as the Chief Marketing Officer of A.J. Rhem & Associates, where he supports both corporate brand development and technical solution-focused digital efforts and digital platforms. He also serves as a member of the Board of Directors of Wet Tribe, a cause-related ocean lifestyle brand.

[The SPECTRUM Group \(TSG\)](#) is a premier Washington, D.C.-based strategic consulting, government relations, and professional services firm. Since 1993, SPECTRUM's diversified practice has helped U.S. and global clients achieve their defense, security, and government business objectives.

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