

Creativity

"NCSSM gave me the confidence to admit that Dr. Seuss was right all along: green eggs and ham aren't so bad after all. A risk is an opportunity to experience new people, new places, new things. And, in the end, isn't that what life is all about?"



BEVERLY MURRAY

Class of 1982

Hometown: Raleigh, NC

After several years of pre-med at Wake Forest University, Beverly returned to another interest: the arts. She focused her attention on graphic design and was accepted to the School of Design at North Carolina State University where she graduated with honors.

In 1992, she began her career as an entrepreneur, founding The R&M Group as a niche design firm. In the subsequent years, Beverly has grown her business (now called R+M) into a leading agency, providing services which range from corporate positioning and brand management to strategic development and creative execution. R+M recently won a Golden Addy, one of the most recognized achievements in the marketing industry.