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New Cassidy Hire Hails from Lockheed

Cassidy & Associates has hired George Meyers, formerly a business development director at Lockheed Martin, as vice president. Meyers is part of the lobbying firm's federal marketing group.

The group helps companies apply for contracts with the federal government.

There are "a lot of companies out there trying to get into the federal market that don't necessarily understand the federal market," Meyers said, adding, "What seems like something very simple to us, if you haven't been dealing with the federal government, can seem very complicated."

Before joining Lockheed Martin, Meyers, 46, was director of legislative affairs and business development at a Virginia-based company now known as American Systems. Meyers, who served in the Air Force, has also been the chief lobbyist and chief acquisitions manager for the U.S. Secretary of the Air Force.

John Boylan, the head of Cassidy's federal marketing group, said, "I'm very confident that George is going to add a lot of clients to our portfolio."