

Accelerating Minority Business Investment & Development

Moses Foster President & CEO West Cary Group



A native of Farmville, Virginia, Moses earned a BA from Virginia Tech. Following a stint in the world of publishing in New York, Moses moved back to Richmond and joined Huntsinger & Jeffer - an advertising and direct marketing firm - as a copywriter. While there, Moses wrote campaigns for such clients as Hilton Hotels, SunTrust Bank and the American Red Cross. After leaving the firm, Moses moved to Capital One Financial, where he held several marketing positions, including Director of Brand Management and Senior Director of Creative Development.

In 2007, Foster opened West Cary Group, a full-service marketing communications and advertising firm. Since that time, he has guided West Cary Group and its clients into an era of integrated communications innovation and growth, garnering such notable clients as LensCrafters, Capital One, Atlantic Union Bank, Facebook, Amazon, Henrico EDA, the Richmond Airport, and Dominion Energy. Moses serves on the Executive Advisory Council to the Robins School of Business, the Board of the MCV Foundation, the Board of ChamberRVA, the Venture Richmond Board, the NextUp Board, and the Chesterfield Education Foundation board. Foster was recognized in 2015 as the Mike Hughes Advertising Person of the Year.