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Pierpont expands executive leadership team, promotes new Austin General Manager to fuel further growth throughout Texas

HOUSTON – (Feb. 2, 2017) – Today, Pierpont Communications announced the promotion of Stacy Armijo to a newly created position of Executive Vice President and Mike Gehrig as General Manager of its Austin office. Together, the moves enable the firm to expand its capabilities and deepen its reach with clients throughout Texas and beyond.

“As we enter our 30th year in business, it’s important for Pierpont to evolve its bench of talent to ensure we deliver the big ideas and daily execution that propel our clients’ success,” said Pierpont CEO Phil Morabito. “We’ve driven significant growth in recent years and have intentionally adapted our services as client needs shift. Now, we’re adapting our leadership structure to support our growing organization and accelerate our work in newer service lines.”

During her 15-year tenure with the firm, Armijo’s responsibilities have grown to include strategic client counsel, personnel management and business development. Under her leadership, Pierpont’s Austin office has more than doubled in size and she has helped expand the firm’s traditional public relations and marketing services into digital and content strategy areas.

Armijo is also a leader in industry circles, serving as a member of the national Board of Directors for the American Marketing Association and as a Lecturer at the University of Texas at Austin, teaching “Public Relations Strategies” in the Moody College of Communications. In addition, she has been involved in various community initiatives in the Austin area, such as serving as Chairman of the Board for the American Red Cross of Central Texas and volunteering with organizations such as Leadership Austin and Communities in Schools. With this move, Armijo joins Pierpont’s Executive Leadership Team and assumes responsibility for employee leadership initiatives across the firm as well as leading its marketing and digital services for clients.

Chief Operating Officer Clint Woods commented, “Stacy earned this promotion through a leadership style that elevates the performance of everyone in her orbit. Her contributions in areas such as performance management for our employees, marketing for our firm and strategic planning have helped our clients and teams achieve new levels of success in recent years.”

Previously, Armijo was Senior Vice President and General Manager of the firm’s Austin and San Antonio operations. She will continue to service clients and retain responsibility for the San Antonio market,

while Gehrig, a Vice President, ascends to the role of Austin General Manager and assumes responsibility for growing Austin-area clients, staff and opportunities.

Armijo commented, “I’ve worked with Mike for more than six years and it’s inspiring to see how much our team respects him and how much our clients value his counsel and support. He leads by example and knows how to deliver exceptional service to clients. Our Austin office is going to flourish under his leadership.”

Gehrig joined Pierpont in 2011 and since then, he has expanded his client base significantly through strong retention and relationship growth. He has worked with a broad range of industries, first in Chicago and later in Austin, during his 14-year career in public relations and marketing. His clients include those in the oil and gas industry, such as BP and the Offshore Technology Conference; financial services, including Denham Capital and OTC Global Holdings; consumer categories, such as Kraft Foods, Campbell Soup Company and Lone Star Beer; and the public sector, such as the Green Building Initiative, Austin Energy and the U.S. Army.

About Pierpont Communications

Founded in 1987, Pierpont Communications is an integrated marketing communications and public relations firm that brings a results-driven approach to support clients in elevating their brands, safeguarding their reputations and improving business performance. With offices in Austin, Houston, Dallas and San Antonio, Pierpont has deep Texas roots and a wide national reach. Pierpont offers a broad portfolio of offerings and depth of capability in public relations, public affairs, crisis communications, marketing, digital engagement and more. To learn more, visit www.piercom.com.

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