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**Pierpont Communications Appoints Chris Ferris as Vice President of Digital Strategy**

**HOUSTON – (March 22, 2018)** – Pierpont Communications announced today the addition of Chris Ferris, PhD., as vice president of digital strategy, expanding the firm’s digital practices in marketing, social media, and analytics.

Ferris joins Pierpont with extensive experience in public relations, communications, and digital roles at St. Luke’s Health System and Texas Children’s Hospital. He began his career as a communications specialist for the President’s Office of Management & Budget in Washington D.C. In his new role, Ferris will lead Pierpont’s digital services in digital marketing and customer focused technologies.

“As many of our clients incorporate increasing amounts of digital into their brand and communications efforts, we will continue to help them keep digital top of mind in their integrated communications strategies,” said Chief Operating Officer Clint Woods. “The experience Chris brings to Pierpont will further enhance our depth of knowledge, capabilities and offerings in digital, allowing us to provide our clients with the best service possible.”

Ferris earned advanced degrees in Communication (M.A.) from the Annenberg School for Communication at the University of Pennsylvania and Health Policy (Ph.D.) from the University of Texas Health Science Center in Houston. Outside the office, he is a lecturer in management at the Jones Graduate School of Business at Rice University, where he teaches a self-designed digital marketing course for MBA students.

**About Pierpont Communications**

[Pierpont Communications](http://pierpont.com) 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. Founded in 1987, we have deep Texas roots and a wide national reach with offices in Houston, Austin, Dallas, San Antonio and the New York / New Jersey corridor. Pierpont offers a broad portfolio of offerings and depth of capability in public relations, public affairs, crisis communications, marketing and digital engagement. To learn more, visit: [piercom.com](http://piercom.com).

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