



Forvis Mazars

Forvis Mazars | Placing Higher Education Thought Leadership in Media

CHALLENGE

Forvis Mazars, one of the largest public accounting and consulting firms in the United States, was seeking to promote its Higher Ed Consulting practice through a targeted media program.

OBJECTIVE

The firm partnered with Pierpont to elevate the expertise of its higher ed leadership, namely Rachel Pauletti, the leader of the group. Rachel is versed in several areas, including mergers and acquisitions in higher ed, international enrollment issues, budgeting strategies, and more.

SOLUTION

The Pierpont team drove visibility of the higher education group practice at both leading higher ed conferences and with higher ed media. Specifically, it made media aware of the group's solutions, including its Program Economic Analysis tool, its broad experience with mergers & acquisitions, and supporting strategic partnerships.

RESULTS

Over a one-year period, Pierpont secured media interviews with *The Wall Street Journal* and *The Chronicle of Higher Education*, and arranged multiple briefings at the NACUBO 2025 and 2026 annual meetings with reporters from *The Washington Post*, *Bloomberg News*, *Chronicle of Higher Education* and *Inside Higher Ed*. Pauletti also was selected as a panelist by the *Chronicle* for a discussion at the 2026 NACUBO meeting in which she discussed budget strategies before key decision makers.