



## **Velentium | Launching a Successful Ongoing Media Relations & Thought Leadership Campaign**

Velentium | Launching a Successful Ongoing Media Relations & Thought Leadership Campaign

### **CHALLENGE**

In the early onset of the COVID-19 pandemic, it was clear to the medical community and the federal government that the country was woefully short of ventilators, requiring immediate innovation and mobilization. This is significantly relevant to an engineering firm that specializes in designing and manufacturing medical devices, like Velentium.

### **OBJECTIVE**

Velentium engaged Pierpont to help promote the company's vital role in the historic "Project V" initiative at General Motors' facility in Kokomo, IN.

### **APPROACH**

Pierpont leveraged Velentium's role in the national project as a springboard to launch an ongoing media relations and thought leadership campaign.

### **RESULTS**

One year later, Pierpont's partnership with Velentium continues to yield results in top-tier business publications such as Inc. Magazine, Houston Business Journal, and InnovationMap as well as critical MedTech trade media including MD+DI, MedTech Dive, Fierce Electronics and more.

Beyond Project V, Pierpont has expanded our work to support ongoing outreach that includes:

- securing numerous best place to work awards;
- launching a proprietary cyber security course and book;
- business announcements including key company acquisitions;
- and speaking engagements to position CEO at forefront of innovation conversation in MedTech sector.

