

# Kite Hill PR Reaches 10-Year Milestone



In honor of a decade in business, the agency launches a campaign, Modern Mentorship, highlighting women leaders as well as celebrates being named a Top B2B PR Agency by PR Daily

## NEWS RELEASE BY KITE HILL PR

**New York, NY | May 15, 2023 10:31 AM Eastern Daylight Time**

**Kite Hill PR**, the award-winning agile tech PR and B2B communications agency, celebrates 10 years of business and has been named a **Top B2B PR Agency by PR Daily**. The award honors agencies that deliver on their promises to clients and raise the bar on effective communications strategies and tactics.

The agency credits its success to its award-winning culture of collaboration, which has prioritized and operationalized mentorship. To celebrate this notable business milestone, the agency is launching a **"Modern Mentorship" campaign** highlighting advice from top female leaders on innovation, agility and collaboration.

Helmed by an all-female leadership team, the agency has worked with over 180 clients in the last decade, organized and managed 30+ industry events and won 18 awards for its culture, leadership and the results it drives for clients. The company's notable organic growth was bolstered by the acquisition of **Cutler PR in 2018**. With a history of working with tech innovators, the agency's practice areas currently include adtech, media, B2B tech, healthtech, fintech, climate tech, cybersecurity and mobility.

Kite Hill PR's founding team launched Communications Week® in 2014, a preeminent event created to inspire, inform and connect those in PR and communications, which was **acquired by Ragan Communications in 2021**. The company's innovative approach to agile PR, the PR Sprint® Workflow, was launched in 2018 and the company was awarded a US trademark for this unique approach to managing PR campaigns in 2021.

"I attribute our continued success to our culture of innovation, collaboration and learning. Over the last decade, we have focused on supporting our team through robust learning and development resources to fuel growth and encourage innovative thinking," said Tiffany Guarnaccia, CEO and Founder of Kite Hill PR. "Mentorship plays a huge role in my life and in our agency. In the spirit of collaboration, we're marking our anniversary by celebrating modern mentorship."

The anniversary video series "Modern Mentorship" highlights perspectives from industry luminaries on mentorship and features reflections from the last decade along with actionable tips for

professionals seeking career advice. Interviewees include Janet Balis, Partner, CMO Practice Leader - Business Transformation, **EY**; Shannan Herbert, EVP, **Inclusive Credit**; Tameka Kee, Deputy Managing Director, **Coalition for Innovative Media Measurement**; Bonnie Kintzer, President and CEO, **TMB**; Linda Ong, CEO and founder, **CULTIQUE**; Tiffany Ricks, CEO, **HacWare**; Diane Schwartz, CEO, **Ragan Communications**; Patrice Tanaka, founder, **Joyful Planet**; Tonia Wellons, President and CEO, **Greater Washington Community Foundation** and Lisa Marrocchino, CEO of **Proteus Ocean Group**. Videos will be released on the Kite Hill PR [website](#), LinkedIn and YouTube today through July 2023.

“As we continue to shape a best-in-class work from anywhere culture, we have operationalized our L&D program to make mentorship a part of our DNA. We cultivate peer-to-peer relationships based on various parameters, encourage reverse mentoring, and create opportunities for department levels to problem solve and learn from one another,” said Guarnaccia. “The campaign is a natural extension of Kite Hill PR’s ethos as we seek to strengthen the PR industry at large and empower the next generation of leaders.”

To learn more about Kite Hill PR’s unique approach to mentorship and its Modern Mentorship campaign, visit <https://www.kitehillpr.com/modern-mentorship>

Headquartered in New York City with team members in the UK and across North America, Kite Hill PR is a leading B2B communications and agile tech PR agency with practice areas in adtech, martech and creative agencies; B2B and enterprise tech; climate tech; cybersecurity; fintech; healthtech; media and entertainment and mobility . The company's winning approach combines thought leadership, strategy and media relations to drive clients' businesses forward. Kite Hill PR has been recognized as one of the "Top Tech Specialist PR Agencies in NYC," "Most Powerful PR Firms," and a "Top 50 PR Firm in America" by the Observer, a "Best Place to Work" by PR News and one of "America's Best PR Agencies" by Forbes

## Contact Details

### Kite Hill PR

Kerriann Becker

kerriann@kitehillpr.com

## Tags

PUBLIC RELATIONS

PR

B2B COMMUNICATIONS AGENCY

PUBLIC RELATIONS AGENCY