

Morey Creative Studios Rebrands as Hypha Development, Unveils Expanded HubSpot Services



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In response to evolving industry trends and societal shifts, Morey Creative Studios, a leading HubSpot Partner Agency, is thrilled to announce its strategic rebranding to Hypha Development. Today's transformation includes the addition of three innovative service offerings aimed at reshaping the company's trajectory for the coming decade and beyond.

"Over the past couple of years, we've seen three distinct trends begin to reshape the landscape around us: the increasing importance of alignment across a company's tech stack, greater awareness around non-financial metrics as a measure of corporate success, and the rise and improved utility of artificial intelligence (AI)," said Jed Morey, Founder and CEO of Morey Creative Studios, now known as Hypha Development.

"As a company guided by its 'Grow For Good™' motto, the changes we are announcing today—including three key new offerings—reflect our view that these trends are going to reshape the business world as we know it over the next decade and beyond," he added. "They also position us to play a fundamental role in helping our clients to survive and thrive in this emerging environment."

Integrations & Implementations

Stemming from its close partnership with HubSpot, Hypha Development is capitalizing on the platform's move toward the enterprise sector, creating the opportunity for the agency to increase its responsibility, handling everything from client services to implementations and integrations. Having developed an **in-house integrations and implementation service**, Hypha is now able to manage most HubSpot-related projects independently.

"For the past couple of years, we've seen more and more companies struggle to extract maximum value from their tech stacks," explained Jon Sasala, President of Hypha Development. "With an ever-expanding suite of services available both across the HubSpot ecosystem and beyond, we're delighted to be able to offer the ability to seamlessly connect existing disparate systems, alongside the expertise to offer recommendations on current and future setups for our clients."

Social Impact Reporting

Hypha Development recognizes the rising demand for ESG metrics, impact investing, and conscious capitalism, both from businesses and consumers. With deep-rooted expertise in content and narrative crafting, Hypha is launching a [social impact reporting service](#) to help clients tell their impact stories, a strategy it sees as the next evolution in content marketing. To support that effort, this week the company [released its inaugural social impact report](#), which examines ways in which it is trying to make a difference in the world, better support its team members, and help other mission-driven organizations succeed.

AI & The Future of Marketing

The emergence of generative AI tools has reshaped user interaction with technology. Hypha is leaning into this trend by developing a product offering centered around AI for a seamless website experience. [Hypha's vision](#) is to harness closed-loop AI systems that can answer user questions based on specialized, client-specific information produced by its in-house content experts.

“We’re building toward a world where consumers expect to interact as fluidly with a website as they would with a customer service or sales rep,” continued Sasala. “While the shifts in human interaction with technology will redefine much of our industry, the need to feed those AI models with informative, expert content represents a massive opportunity for us to leverage our established content marketing expertise in an entirely new way.”

Rebranding Announcement

Rebranding as Hypha Development represents a natural transition for the organization, which previously changed its name to Morey Creative Studios in 2018. The new corporate identity, combined with its mission to effectuate positive change, will enable the company to help clients succeed in an ever-evolving digital landscape and strategically embrace new technologies. This includes a refreshed brand name, site, and messaging—all unveiled today.

The Hypha Development team is looking forward to entering this exciting new chapter, continuing to push boundaries and exceed client expectations.

Hypha Development is a purpose-driven, New York-based HubSpot Partner Agency specializing in engineering custom solutions to help B2B organizations big and small generate more leads, increase revenue, and achieve sustainable growth.

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