



## Pierce Mattie Public Relations' Executive Team

At Pierce Mattie Public Relations we are innovative, client-focused and results-oriented. Collectively our executives are stronger with diversified backgrounds that meet the needs of a broad range of clients.



**Pierce Mattie, Chairman & CEO:** Pierce leads the development of strategies and activities designed to reinforce the firm's reputation as the best public relations firm in the business. Focused on maintaining the firm's "culture of success," Pierce has built an agency based on respect, teamwork and the highest ethical standards. An innovator in his field, Pierce created a first-in-industry, Internet-based digital communication system. He continues to lead the industry in creative and strategic ways to leverage new and emerging media.



**Serge Gurin, President & COO:** Serge manages an executive team of professionals and provides counsel on corporate and executive positioning. Additionally, he oversees corporate accounting and strategic and financial planning that drive the firm's financial performance as well as managing legal affairs, human resources, benefits and compensation. With a strong background in audience analysis, psychographic profiling and business strategic planning, Serge partners with clients in defining their markets and actualizing business objectives.



**Sonya Hartland, Executive Vice President:** Sonya provides strategic counsel to a diverse portfolio of clients across a wide array of disciplines and industries. With expertise in public relations, media relations, internal communications, community relations, marketing communications and brand development, Sonya offers a holistic perspective on marketing and communications. Overseeing the New York and Los Angeles publicist teams, Sonya leads our dedicated team of media specialists in consistently delivering high quality results for each of our brands.



**Edy Eliza, Vice President of Business Development:** Edy is tasked with leading and supporting agency growth and development with a focus on new business acquisition. She maximizes the power of the agency's reputation to drive revenue growth and agency expansion. Edy spearheads the operations of the Los Angeles office and has extensive experience in creative planning, event execution, celebrity outreach and product integration.