



## HERTA COMMUNICATIONS TO OPEN OFFICE IN DOWNTOWN NORTHVILLE

- Longtime corporate and agency communications exec, Tom Pyden, joins as senior advisor
- Focus is strategic communications and marketing for global companies, startups and non-profits
- Offering strategy workshops, advising and hands-on support for CEOs, CFOs, C-suite, boards and organizational leaders

**NORTHVILLE, Mich. (Feb 29, 2020)** – Based on a growing client base, [Herta Communications](#) announced today that it will open an office in the resource-rich business district of historic downtown Northville on March 1.

Robert Herta, President of Herta Communications, also announced that longtime corporate and agency communications executive, Tom Pyden, has joined the firm as a senior advisor.

“We’re very thankful that our business growth has led to this important step of opening a new office,” Herta said. “At the same time, we’re excited to have Tom join our team as together we strive to serve our most important asset – our current and future client base.”

The new office, located at 200 North Center Street, in the heart of downtown Northville, will feature a second floor multimedia collaboration studio designed to help grow business results for Herta Communications’ diverse client base.

“By providing a portfolio of leading-edge communication tools and strategies, our goal is to help our clients grow their customer base, improve bottom line results and become or stay leaders in their respective fields,” Herta explained.

Established in 2014, Herta Communications has served such clients as The Kellogg Company (Battle Creek), Owens Corning (Toledo), AxioBionics (Ann Arbor), ArborWind (Ann Arbor), DHR International (Birmingham), Brighton Equestrian Club (Brighton), Urbani Marshall PC (Clinton Township), Joe Randazzo Fruit Markets (Detroit), The American Society of Quality (Detroit), Valeo (Troy), Momentum (Utica), Weldaloy (Warren), Karma Automotive (Irvine, Calif.), Advotocracy (Los Angeles) and The Synergetic Group (Charlotte, N.C.).

Prior to the firm’s founding, Herta was director of corporate/digital communications and global brand management in the commercial truck/defense industry. Prior to that, he held several global communications positions during a 15-year career at General Motors. He’s a two-time Detroit chapter president for the International Association of Business Communicators, authored articles on strategic communications and taught PR and journalism at Madonna University. He is a member of the Detroit Economic Club and the Small Business Association of Michigan. Earlier, Herta was PR Manager at the state’s largest home health provider. He majored in Communications and holds an MBA from University of Detroit Mercy.

Pyden served in a variety of roles during a 26-year career with GM, followed by a seven-year stint with the FleishmanHillard agency. Areas of expertise include executive communications, strategic planning, crisis communications, media relations, writing, editing and employee engagement. Pyden graduated from the University of Michigan.

**About Herta Communications**

Herta Communications, established in 2014 in Novi, Mich., specializes in solving business challenges through strategic communications and marketing. The firm has a deep network of experienced resources and turnkey tools to help clients connect with local and global stakeholders – customers, employees, suppliers, business leaders, social and traditional media and the community. Clients include Fortune 500, nonprofits and start-ups. For important information, visit the company's website at [www.hertacomm.com](http://www.hertacomm.com).

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