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Roop & Co. Announces Acquisition of Stevens Strategic Communications

Newly combined entity poised for future growth and expanded services

CLEVELAND, Ohio – June 15, 2021 –Roop & Co., the strategic communications agency specializing in content marketing and graphic design for business-to-business clients announced today that it has acquired Stevens Strategic Communications (SSC). Originally founded in 1976, SSC is one of Ohio’s oldest and most respected public relations agencies, well-known for its award-winning public relations services.

Roop & Co. president Brad Kostka will oversee the combined operation, and SSC Chairman and CEO Ed Stevens, APR, will remain active in client services as chairman emeritus. In addition, the SSC team will join Roop & Co., bringing with them decades of experience in public relations, advertising and crisis consulting, as well as boosting the agency’s size and scope by 30%.

“This acquisition is an exciting growth opportunity for us,” said Kostka. “With the addition of Ed and his team, we will have much more depth, not only to continue delivering high-quality services to our expanding roster of clients, but also to open our services to additional markets including healthcare, manufacturing and tech companies.”

Based in the greater-Cleveland area, Roop & Co. works with businesses ranging from global, publicly traded corporations to local startups with a focus on creating compelling content to distribute across digital and traditional channels. In addition to the acquisition, Roop & Co. recently expanded with the addition of new hires, bringing expertise in the fields of biotechnology, government relations, legal services and non-profit organizations.

“All of us at Stevens Strategic Communications are pleased to join Brad and his team as a division of Roop & Co.,” said Stevens. “Roop & Co.’s experience, expertise and high-quality communications initiatives are an ideal complement to the work Stevens Strategic Communications is known for, ensuring a seamless transition and valuable new services for our clients.”

The newly combined entity will also continue its affiliation with [The Public Relations Global Network \(PRGN\)](#), a global organization of leading independent public relations agencies servicing more than 1,000 clients across six continents. As leaders in their respective regions, PRGN agencies offer the “boots-on-the-ground” savvy of a local public relations agency, but on a global scale. PRGN’s model allows for a unique level of flexibility—scaling up or down across multiple markets to meet individual business needs.

About Roop & Co.

Roop & Co. is an award-winning, strategic communications agency that specializes in content marketing, PR, corporate communication and graphic design for B2B manufacturers, professional services firms and public companies. Since its founding in 1996, the agency has exceeded client expectations through high-quality content, attention-grabbing creativity, strategic campaigns and measurable results for organizations based in the greater-Cleveland area and beyond. For more information, visit www.roopco.com.

About Stevens Strategic Communications, a Division of Roop & Co.

Stevens Strategic Communications, a division of Roop & Co. is an award-winning, full-service public relations agency that serves business-to-business as well as consumer clients with marketing, public relations and crisis consultation services. A founding member of the Public Relations Global Network (PRGN), SSC provides clients with a global presence and local reach in partnership with one of the leading PR networks in the world. For more information, visit www.stevensstrategic.com.

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