

BARETZ+BRUNELLE

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Strategic Communications Agency Baretz+Brunelle Expands West Coast Presence

Attorney and Legal PR Strategist Clay Steward Joins Firm in Los Angeles

LOS ANGELES – June 8, 2017 – [Baretz+Brunelle](#) announced today that it has expanded its West Coast presence, hiring Clay Steward as a Director based in Los Angeles. Steward will help lead the New York-based strategic communications agency's West Coast growth, building on its existing roster of marquee law firm clients there.

Before joining Baretz+Brunelle, Steward served as an in-house communications manager and writer for Michelman & Robinson, a midsize national law firm. He spent his early career as a practicing attorney in California, first with a top-tier plaintiffs' firm, and later as in-house counsel for a film finance company. He began his marketing and PR career advising Los Angeles-based nonprofits, including St. Joseph Center and Inner-City Arts, on fundraising strategy, donor communications and organizational branding.

"Clay is a great fit with our firm, both personally and professionally," firm co-founder Cari Brunelle said. "He understands our clients' business and brings added strength to our team on the West Coast, where our client base has grown significantly over the past few years."

Steward will work primarily with clients on the West Coast but will assist in driving content development and media relations strategies for clients nationwide.

"I am thrilled to join the talented team at Baretz+Brunelle, an agency with a sterling reputation not only for executing innovative communications strategies and campaigns, but for building solid, trusting relationships with clients," Steward said.

He added: "As a former practicing attorney, I understand the challenges that lawyers and law firms face when trying to develop compelling communications and business development strategies, all while devoting themselves to the rigorous and time-consuming practice of law. It's my job to help ease that burden and shine a light on the fascinating and complex work that lawyers do every day in service of their clients."

"Having worked with Clay while he was in-house at his former law firm, I immediately recognized his talent and the value he delivered," firm co-founder Spencer Baretz said. "I hoped that one day we'd be able to work with him as a member of the Baretz+Brunelle team and we are all so happy that day has come. I am confident that Clay will be a tremendous asset to our clients – both on the West Coast and nationally."

About Baretz+Brunelle

Baretz+Brunelle is a corporate communications agency that helps its clients become respected, trusted and remembered, the three things all great companies want to be. Baretz+Brunelle's clients are elite law firms, top financial advisors, legal technology companies and leading corporations. From its offices in New York, Chicago, Charlotte, Detroit, Richmond, Houston and Los Angeles, the firm uses a variety of tactics tied directly to business strategy that help clients break through the clutter and showcase their expertise, demonstrate their value, and influence their markets. For more information, visit www.baretzbrunelle.com.

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