

## **FREESTYLE PUBLIC RELATIONS' CLIENT RES ACQUIRED BY IVANTI**

ALEXANDRIA, Va. – July 10, 2017 – Freestyle Public Relations, a high-tech public relations consultancy offering tailored communication services to several emerging and established tech markets, announced today that its client of nearly 3 years, RES, the market leader in workspace automation, was acquired by Ivanti. Terms of the deal were not disclosed. In 2014, RES Software's new CMO, Tracey Mustacchio, selected Freestyle to handle its global PR operations. Shortly after being onboarded, Freestyle was tasked with generating [industry buzz](#) surrounding the hire of RES's new CEO, Al Monserrat, who was regarded as the number two executive at Citrix Systems.

"When Freestyle was brought onboard RES was significantly trailing the number one vendor in the market and in a matter of just a few months the agency was able to double the amount of news coverage the previous firm secured in the previous year," said David Splivalo, CEO of Freestyle Public Relations. "Working with a half-dozen contact at RES, Freestyle was able to quickly ramp up the PR program and drive results. It's both bittersweet and exciting to have another tech client get acquired, as it demonstrates the agency's long track record of helping its clientele expand their mindshare and market share."

Ivanti unifies IT and Security Operations to better manage and secure the digital workplace. From PCs to mobile devices, VDI and the data center, Ivanti discovers IT assets on-premises and in the cloud, improves IT service delivery, and reduces risk with insights and automation. The company also helps organizations leverage modern technology in the warehouse and across the supply chain to improve delivery without modifying backend systems. Ivanti is headquartered in Salt Lake City, Utah, and has offices all over the world.

### **About Freestyle Public Relations**

Established in 2006, Freestyle Public Relations is a high-tech public relations consultancy offering communication services that are tailored to the markets they serve. To ensure that each of its communications programs is precisely tuned to its target audience, Freestyle employs its proprietary 'Communication Without Boundaries' methodology in which communication programs are built around the specifics of clients' markets and not around an agency standard. In addition to media relations, the agency provides additional services including corporate communications, agenting services, government advocacy, brand identity programs, analyst relations, integrated marcom programs, a full-service editorial program, etc. For more information about how Freestyle creates the WOW! factor for its clients, visit its website at <http://www.freestylepr.com> or call 703.798.2395.

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