

ERM acquires sustainability marketing and communications agency Shelton Group

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ERM, the world's largest pure play sustainability consultancy, has acquired Shelton Group, a sustainability-focused marketing and communications agency that provides specialist services to leading organizations across a range of sectors.

Shelton Group's team of strategists, content creators, researchers and designers based in Knoxville, Tennessee, offers a unique blend of capabilities to help organizations communicate their sustainability credentials to customers, communities, employees and investors in new and impactful ways. Combined with ERM's deep expertise in helping businesses to operationalize sustainability, the acquisition will strengthen ERM's ability to provide clients with integrated solutions across the spectrum of their sustainability needs.

Shelton Group's employees will join ERM's Change & Transformation team, providing best-in-class services including insights, positioning and strategy, communication planning, ESG reporting and campaign delivery.

Gerard Spans, Chief Innovation Officer at ERM said: "Shelton Group has been a pioneer of sustainability marketing and communications, and we're delighted that ERM and our clients around the world will now benefit from their wealth of expertise in sustainability storytelling.

"Our clients are increasingly focused on how they can most effectively communicate their sustainability commitments and progress to all their key stakeholders, from customers to employees. The skills, creativity and passion for sustainability the Shelton Group team brings will ensure these stories are carefully crafted to enhance reputation, build trust and differentiate our clients' positioning in an increasingly competitive market."

Suzanne Shelton, President and CEO at Shelton Group, said: "I am excited about joining ERM as a Partner and leading the next phase of Shelton Group's evolution. By combining Shelton Group's sustainability marketing and communication capabilities with ERM's deep technical subject matter expertise, we will offer a greater depth of service that supports clients with the challenge of communicating their sustainability stories in a clear and compelling way."

Link to original press release:

<https://www.erm.com/news/erm-acquires-sustainability-marketing-and-communications-agency-shelton-group/>