

# Rye Strategic Partners Welcomes Tori Eurton as Strategic Advisor, Brand Growth Strategist

*Eurton Fuels Hyper-Growth Trajectory at Rye Strategic Partners*

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EINPresswire.com/ -- [Rye Strategic Partners LLC](#) (RSP), a rapidly growing advisory and capital formation firm, today announced that [Tori Eurton](#), Founder of 23.Marketing, a brand growth marketing boutique, has joined the firm as a Strategic Advisor. Eurton's extensive marketing background includes working for and with entertainment brands, including Disney, Universal Studios, LEGO, and WWE.

As RSP continues its hyper-growth trajectory, Eurton brings her expertise bespoke branding and marketing solutions designed to meet the unique needs of RSP's expanding client base. Through her firm, 23.Marketing, she develops customized, high-impact strategies that align with each client's vision and business goals, helping companies stand out and scale in today's competitive markets.

"Tori has already made a significant impact on the go-to-market needs of our firm and our clients, particularly in our AI and Cybersecurity verticals,"

said [Edward A. Bugniagnet](#), CEO and Founder of Rye Strategic Partners. "As RSP builds solutions that integrate cutting-edge AI technologies and advanced cybersecurity platforms, Tori's



Tori Eurton (23.Marketing) joins Rye Strategic Partners as Strategic Advisor, Brand Growth Strategist.



Rye Strategic Partners, LLC (Harrison, NY) is a management and strategy advisory firm dedicated to empowering emerging companies to thrive in today's fast-moving business landscape.



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CEO/Founder of Rye Strategic  
Partners, LLC*

creativity and strategic approach ensure these offerings are positioned for success. Her work has elevated our ability to bring innovative companies to market with speed, clarity, and precision."

Eurton brings deep expertise in brand strategy, growth marketing, and go-to-market positioning, having helped organizations craft distinctive brand narratives and execute targeted campaigns that drive measurable growth.

"Joining Rye Strategic Partners as a Strategic Advisor is an exciting opportunity," said Eurton. "RSP is creating a

unique platform that combines capital formation with operational expertise. At 23.Marketing, we focus on building bespoke solutions for brands that are ready to scale, and through this partnership, we'll bring that same focus and creativity to RSP's portfolio of companies."

**Client Success Example: AI Growth & Market Expansion** - One recent example of Eurton's impact is RSP's work with SMH Analytics, a pioneering AI solutions company delivering advanced GenAI-powered analytics and marketing personalization at scale. Under Eurton's guidance, RSP and 23.Marketing developed a comprehensive go-to-market strategy from messaging and brand identity to digital campaigns and investor communications. This strategy helped SMH Analytics differentiate itself in a rapidly evolving AI landscape, secure strategic enterprise clients, and accelerate its market visibility with investors and partners.

"Tori and the RSP team have been instrumental in helping SMH define our message and communicate our vision to the right audiences," said Sam Hocking, CEO of SMH Analytics. "Her marketing expertise and the resources RSP brings to the table have allowed us to scale faster and position SMH Analytics as a leader in enterprise AI solutions."

With active initiatives in AI, cybersecurity, wellness, and real estate, RSP leverages its deep network and operational expertise to help clients achieve rapid, scalable growth. Eurton's addition strengthens RSP's ability to provide a full spectrum of services from capital raising to go-to-market execution under one integrated platform.

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**ABOUT RYE STRATEGIC PARTNERS, LLC** : Rye Strategic Partners is a management and strategy advisory firm dedicated to empowering emerging companies to thrive in today's fast-moving business landscape. What truly sets RSP apart is its team of seasoned executives who bring over four decades of collective experience as former CEOs, CFOs, CIOs, CMOs, and strategic leaders. A unique blend of executive leadership, strategic insight, and an extensive professional network allows RSP to deliver growth strategies grounded in real-world operational experience.

For more information, visit: [www.ryestrategicpartners.com](http://www.ryestrategicpartners.com).

Mary E Rau

Rye Strategic Partners, LLC

[media@ryestrategicpartners.com](mailto:media@ryestrategicpartners.com)

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