Direct Marketing Firm in Texas Opens New Corpus Christi Branch and Appoints Inaugural Branch Manager

Surmount Innovations, a direct marketing firm in Texas, expands into Corpus Christi, led by a newly appointed branch manager. Read more here.

ARLINGTON, TX, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- Surmount Innovations expands into South Texas with a new location led by newly appointed branch manager, Kyelie Broumley.

Arlington, TX — Surmount Innovations, a direct marketing firm in Texas, has announced the opening of a new branch in Corpus Christi. The expansion marks the company's latest addition to its Texas operations and will be led by newly appointed branch manager Kyelie Broumley.

According to company representatives, the new location reflects Surmount Innovations' ongoing efforts to establish operations in additional markets throughout Texas. Corpus Christi becomes the company's newest location and its first operational presence in the South Texas region.

They also stated that the expansion is intended to support client initiatives in a growing market while allowing Surmount Innovations to establish a local presence in an area that serves a diverse range of industries and communities.

A New Market, A New Chapter

For Surmount Innovations, the Corpus Christi branch represents an important development in their Texas operations. As the company continues to expand beyond the Dallas-Fort Worth region, the new location will serve businesses and consumers throughout Corpus Christi and surrounding communities.

Corpus Christi is one of the largest cities along the Texas Gulf Coast and serves as a regional center for industries including energy, healthcare, retail, tourism, logistics, and maritime commerce. The city's economic diversity and strategic location contributed to its selection as the company's newest market.

Company representatives stated that initial efforts will focus on establishing branch operations, recruiting team members, and supporting client campaigns in the area. The location is expected

to become fully operational soon as hiring and training efforts continue throughout the year. They added that the new branch is expected to create major employment opportunities as operations are established, with recruitment efforts focused on building a local team to support daily operations, client campaigns, and future growth initiatives.

As the office develops, newly hired team members will receive training in areas such as customer acquisition, business operations, and leadership development. According to the company, these efforts are intended to support the branch's operational growth as it establishes its presence in the region.

Experienced Leadership at the Helm

Kyelie Broumley has been appointed as the inaugural Branch Manager of Surmount Innovations' new Corpus Christi location.

In her new role, Broumley will oversee branch operations, team development, recruitment efforts, and market expansion activities. Her responsibilities will also include supporting the launch of the new office and managing the daily functions associated with establishing the company's presence in the region.

According to company representatives, the appointment reflects Surmount Innovations' practice of filling leadership positions through internal development and advancement opportunities. They added that leadership opportunities within the organization are based on performance, leadership ability, and readiness for expanded responsibilities rather than tenure alone.

As branch manager, Broumley will work with team members, support client initiatives, and help guide operational growth as the Corpus Christi location becomes fully established.

Continuing the Company's Mission

Surmount Innovations is a direct marketing company that works with clients on customer acquisition and brand representation initiatives. The company specializes in face-to-face outreach campaigns designed to connect businesses directly with consumers through personalized interactions.

Working on behalf of clients across multiple industries, Surmount Innovations focuses on helping organizations expand their customer base through direct engagement strategies. Company representatives stated that this approach allows consumers to learn more about products and services through one-on-one conversations with trained representatives, helping them to make more informed purchasing decisions.

The Corpus Christi branch joins the company's existing operations across Texas and will serve as a local hub for client acquisition efforts, team development, and community outreach activities

in South Texas.

What's Ahead for Surmount Innovations

According to representatives, efforts during the coming months will include recruiting local talent, supporting client campaigns, and establishing the infrastructure necessary to support growth within the region.

The company also plans to continue investing in employee development. Representatives stated that training and leadership development programs will remain important components of the branch's growth strategy as new team members join the organization.

While the current focus remains on establishing the Corpus Christi location, company representatives indicated that Surmount Innovations will continue evaluating opportunities to expand its operations throughout Texas as market conditions and business needs evolve. Individuals interested in employment opportunities with the Corpus Christi branch can learn more by visiting surmountinnovations.com.

About Surmount Innovations

Surmount Innovations is a Texas-based direct marketing firm specializing in face-to-face customer acquisition, brand representation and promotion, and market expansion initiatives. The company works with clients across multiple industries and operates in various areas, including Arlington, Grand Prairie, Garland, Dallas, Grapevine, Denton, Irving, Fort Worth, McKinney, Frisco, and Plano.

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