

# Wise Up PR Celebrates Five Years As A Boutique B2B Public Relations Agency

*20% annual growth driven by specialist communications for defense, deep tech, geospatial, fintech, mobility, health tech and emerging technologies*

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EINPresswire.com/ -- [Wise Up PR](#), a leading boutique B2B public relations agency, today celebrates its fifth anniversary, reporting 20% year-over-year growth, as well as a number of company milestones.

#### MILESTONE ANNOUNCEMENT

Wise Up PR celebrates milestone anniversary.

5  
YEARS

Wise Up PR celebrates five years as a boutique B2B public relations agency.

Since its inception in 2021, offering B2B brands a PR agency team that comprises expert, senior-level-only communications professionals, it has supported clients through funding rounds totaling \$734.5 million, as well as successful exits through acquisition worth \$1.8 billion.

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Since the get-go, our operating model of providing senior, experienced teams has resonated deeply with our clients and partners.”

*Founder of Wise Up PR, David  
Claxton*

Over the past year, Wise Up PR has significantly expanded its client portfolio within defense tech, aerospace, autonomy, sensors, deep tech, health tech and emerging technologies. Within the last three months alone, the agency has been selected as PR Agency Of Record (AOR) by Lite Coms and SPARC AI, highlighting how quickly it has become the PR agency of choice for many of the leading emerging technology or “hard tech” companies in the world, especially within the defense sector.

Wise Up PR Company Milestones

Over the past five years, Wise Up PR has combined its own sustained business growth with creating long-term client partnerships, as well as increasing its specialization in strategic communications for B2B technology companies. Its significant milestones include:

- Successfully operating as a boutique B2B PR agency for five years in 2026
- Achieved 20% year-over-year growth
- Expanded its client portfolio into defense, autonomy, health tech, deep tech, sensors, mobility and geospatial industries
- Created long-term client relationships where three years is the average length of a client engagement
- More than doubled the Wise Up PR team this year, compared to last
- Secured a 90% rate of retaining clients beyond an initial contract term
- Supported a global client base across 12 countries or regions, including the US, Canada, the UK, the European Union, Australia and South Korea
- Won 10 industry awards, including with The Bulldog Awards, MarCom Awards, The Hermes Creative Awards, TITAN Awards and multiple Stevie® Awards

Founder of Wise Up PR, David Claxton, said: "As Wise Up PR surpasses this milestone, our agency is continuing its efforts to expand our service offerings, our sector footprint and expertise, as well as continuing to deliver for our roster of clients, based all over the world."

"Since the get-go, our operating model of providing senior, experienced teams has resonated deeply with our clients and partners, enabling us to best support and help these B2B brands navigate the communication challenges they face."

#### What Services Wise Up PR Provides As A B2B PR Agency

Wise Up PR provides a range of services across earned and owned media, all devised and run by its team of expert, senior-level PR professionals. Its services include:

- Media relations and earned media, securing media coverage in trade, business, national and international media.
- Corporate communications, supporting company milestones, including funding rounds, mergers and acquisitions, product launches, executive appointments, market entry and international expansion.
- Press office service, including strategic PR planning, content creation, media outreach, analyst relations, awards and speaker programs.
- Content creation, such as press release writing, editorial content drafting and copywriting for brand-owned channels.
- Executive visibility and thought leadership, such as byline article creation and placement, podcast guest pitching, executive profiling and management of keynote speaking opportunities.

- Strategic messaging and brand positioning, constructing brand messaging to communicate complex technologies and innovations.
- Survey and original research-led communication programs, leveraging first-party data, industry insights and research to devise earned media campaigns.
- Media monitoring and rapid response campaigns, identifying emerging industry topics and securing media opportunities that react quickly to news cycles.

### Background To Wise Up PR's Founding

After a decade in agencies and running communications for companies from seed level to some of the biggest brands in the world, founder David Claxton sought to launch a senior-only B2B communications agency. His goal was to enable B2B brands to invest their communications budget into proven experience, instead of hand-offs to a team of junior PR staff. Wise Up PR's model is rooted in being more agile and adaptive to client needs than big box PR agencies.

### Frequently Asked Questions

What types of B2B technology companies does Wise Up PR represent?

Wise Up PR supports a wide variety of companies from startups to growth-stage scaleups to established or late-stage companies. Its client experience spans many different industries, from defense, deep tech, robotics, geospatial, fintech, crypto, health tech, energy, automotive and mobility. The agency has supported companies like AimLock, Echodyne and LevelTen Energy.

What differentiates Wise Up PR from other PR agencies in B2B technology?

Mid- and large-agency PR agency counterparts staff client teams with junior, inexperienced day-to-day support. By contrast, Wise Up PR provides each of its clients with a purely senior-level team of communications professionals, who have the expertise to address the brand's specific PR needs.

Why do growth-stage B2B technology companies choose Wise Up PR?

Wise Up PR specializes in helping CMOs, marketing and go-to-market (GTM) teams at growth-stage B2B technology companies that want to use strategic communications to increase online discoverability, strengthen reputation and secure category leadership. Marketing and GTM leaders partner with our agency to develop and manage earned and owned media campaigns to accelerate commercial and market momentum, including financial announcements such as funding rounds or M&A and other business-critical, market-moving news.

To learn more about how Wise Up PR provides communications services to B2B brands, view our specialist sector expertise, capabilities and [case studies](#).

### About Wise Up PR

Wise Up PR is a boutique B2B public relations agency founded in 2021. Founder-owned and

operated by PR veteran David Claxton, it delivers media relations, corporate communications, content creation and social media support to a varied client portfolio, crafting campaigns that reach and resonate with media, investors and analysts. Based in Boston with global reach, the agency specializes in serving industries including deep tech, defense, space, robotics, autonomous systems, automotive and mobility, sensors, geospatial, fintech, crypto, B2B technology, health tech and energy. To learn more about Wise Up PR, please visit [www.wiseup.pr](http://www.wiseup.pr).

David Claxton

Wise Up PR

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