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## Portland PR/marketing companies merge businesses

**Portland, Ore.** - Portland public relations and marketing veterans Christie Nye and Timm Locke have merged their companies to form Pipeline Public Relations + Marketing, offering full-service strategic communications planning and implementation to clients in a wide range of industry categories. Locke and Nye, who between them have more than 30 years of marketing communications experience, had previously been operating separate companies offering similar services for more than five years.

Locke formed Locke Marketing Public Relations in February 2002, about the same time Nye opened Christie Nye Public Relations. The companies operated independently, but often collaborated when client needs dictated. Nye and Locke previously worked together in the late 1990s and early 2000s at KnollGROUP, a former full service advertising and public relations agency.

"Christie and I have always had similar philosophies when it came to providing the right marketing mix to meet clients' needs and our companies operated on the same basic business model," Locke said in describing how the merger came about. "Then, this summer, circumstances were such that it just made sense to blend the two firms so that we would both be better positioned to service client needs."

The business model Locke mentioned relies heavily on utilizing freelance talent for creative needs such as graphic design and copywriting. "Lucky for us Portland is chock-full of talented designers and copywriters who are available on a freelance basis."

The model allows the firm to keep overhead costs down, thereby passing those savings on to clients. "It also benefits clients because we have greater flexibility in matching designers' styles to particular a client's taste," Locke said.

Locke is a 20-year veteran of the Portland public relations and marketing community, having moved to the area from Washington, DC in 1987. Prior to opening Locke Marketing Public Relations, he worked as principal/public relations director for KnollGROUP, as a product publicity manager for Western Wood Products Association and has also done marketing and public relations work for National Asphalt





Pavement Association, the American Diabetes Association, and Wilson, Donaldson and Associates. He was a long-time board member of the Public Relations Society of America Portland Metro Chapter and served as president in 2000. In 2006, the chapter honored him with its William Marsh Lifetime Achievement Award. Locke also taught a course in marketing communications at Portland State University for four years.

Nye began her career as a journalist and has worked in public relations and marketing for more than 10 years. She moved to Portland in 1997 and began the first of two stints at KnollGROUP, working with Locke to build the KnollGROUP PR business. From there, she left for a marketing position with Stormwater Management, an environmental products manufacturer, and then moved back into agency life, working with New Venture Communications helping to launch technology start-ups before returning to KnollGROUP in 2000. She launched Christie Nye Public Relations in 2002.

#### **About Pipeline Public Relations + Marketing**

Based in Portland, Ore., Pipeline provides the right mix of integrated marketing and PR services for a wide range of client types, which currently includes a national trade association, local manufacturers with international customer bases, a number of locally- focused service companies, government agencies, and a smattering of small private firms located across the country. Pipeline provides fully integrated marketing services by developing strategic partnerships with other communications professionals, such as graphic artists and web designers, as client needs dictate. This unique business model allows Pipeline to provide value by offering strategies and implementation that can fit virtually any budget. To learn more, visit [www.pipelineprm.com](http://www.pipelineprm.com) or call 503-546-7811.



