

For Kim and Paul Pita of Pita Group, “seeing things differently” isn’t just their tagline: it’s the way they run their business and a philosophy that separates them from competitors.

When they started Pita Communications LLC 14 years ago, their goal was to provide creative and innovative marketing and public relations solutions that had measurable results. From the beginning, they saw their business as unique and haven’t wanted it any other way. As Paul

Pita Group, with three distinct divisions to make it easier for clients to understand how the business functioned.

The three divisions — Pita Marketing, Pita Interactive, and Pita Productions — now work collaboratively and provide a full spectrum of services to meet clients’ needs in advertising, branding, public relations, marketing, digital media, web sites, video production, and social media marketing.

“The transition to Pita Group marries our deep history in strategic and creative marketing with the latest interactive and broadcast production technologies. We have to be as forward thinking as possible. Our clients expect and deserve the most innovative solutions to reach their audiences. They depend on us for this,” said Kim.

Innovation and evolution at Pita excites and energizes the staff. “This is a pretty great place to be. I always say if I didn’t own this place, I’d want to work here. We get to learn, explore and share new marketing and technology trends,” said Paul. “We expect nothing but excellence from our team and in return we provide a great place to be every day.”

Many companies say they treat employees like family, but at Pita Group, Kim and Paul make it a priority. For example, Kim makes sure that every birthday and employee anniversary is recognized and celebrated. They also often write notes of appreciation to thank employees for their hard work and recognize team members for contributions to successful campaigns or web site launches.

“Human resources studies show that most people just want to feel appreciated at work. Happiness extends way beyond the paycheck. We make it a priority to recognize the dedication of every one.” Pita also plans special outings, like tours of Connecticut’s wine trail and corn mazes, to build moments where, as Paul describes, “we can remove ourselves from the day-to-day routine and nurture our relationships.”

Pita explains, “We’re not a ‘status quo’ agency.” Over the years, as communication and technology have changed, Kim and Paul have had to make conscious decisions about how to evolve their business. To stay relevant and competitive, in 2007, they acquired Vrroomedia LLC, a developer of streaming video, video on demand, animation, 3D experiences, virtual tours, and interactive education. They built a 10,000-square-foot creative and video studio and moved the business to Rocky Hill.

In 2010, they reorganized and re-named the business. Instead of keeping Vrroomedia as a separate entity, they formed one company,



We are family at Pita Group with members of the marketing, interactive and production divisions.

Year founded: 1996

Location: Rocky Hill

Employees: 22

Product or Service: Full-service strategic marketing, interactive and production agency

Web site: www.thepitagroup.com

Along with company outings, Pita Group supports many causes and non-profit organizations. Both Kim and Paul serve on high profile boards of directors in the community, and they encourage their staff to be active volunteers, too.

Passion, innovation, creativity, and integrity have been guiding principles for Pita Group from the beginning. The team assembled over the years is a big part of that. “The best way to be a great company is to bring on great people and let them be great. We don’t micromanage, but we do expect employees to excel and grow while they’re here. We help them to do this by providing opportunities for professional development and continuous learning,” said Paul.

Part of their bi-annual employee review process includes conversations about accomplishments, goals, respect, innovation, and initiatives. “We want our team to feel empowered to innovate and take initiative. We all need to grow and evolve as people and professionals. It’s what enables us to be the best we can be and deliver on our promises to our clients,” said Kim.

Over the years, the Pitases have taken on the critical challenge to find exceptional employees, who align with the culture they have cultivated.



It’s not uncommon to see Kim and Paul collaborate on how to bring innovation to their clients.

“Our employees have to feel passionate about what we do; they can’t just say they feel it; it has to be part of their core being,” said Paul.

One reason the two partners in business and in life are dedicated to building the best

team is because, as they say, the unique energy and synergy of the team is an important indication of the type of relationship a client can expect from Pita.

“Clients tell us they like partnering with us because of the exceptional results we bring. We make the process feel more like fun than work. This is a special company that does see things differently,” said Paul. “When our clients are successful, we are successful.”



The team planning together for a new web site project.