

Bristol PR agency reports growth surge as it appoints new deputy managing director

Bristol corporate communications agency Ambitious has reported a surge in revenue growth for the year. The Clifton-based firm is on track to turn over £2.2m in 2024 – up 33% on the year previously. It announced the news along with a number of new appointments.

Laura Lear has joined as the company's new deputy managing director. She will support the next phase of agency development and lead on corporate PR and strategic communications, Ambitious said. Ms Lear has previously worked with industry giants including Edelman and McCann, and most recently with tech specialist Hotwire.

Amy Ferrier will also join the 25-strong team in the newly created position of production manager, while Luke Allsop has joined as a tech specialist PR consultant.

Meanwhile, associate director Dani Andres has been promoted to campaigns and community director, which will see her focus on the agency's purpose-driven work.

Ambitious co-owner and director Sarah Woodhouse said: "We've seen healthy growth during a time of economic uncertainty, bucking trends in our market. We attribute this to the loyalty of our team and clients and our diversification into content and strategic communications to offer holistic and integrated communications services."

Ambitious, which was named among the Sunday Times best places to work in 2024, was founded in 2012. It was recently ranked 61 in the UK in PR Week's top 150 B2B agencies. Its sectors include tech, healthcare and social care, education and

skills, professional and financial services, and the public sector.

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