TowerPinkster
Architecture · Engineering · Interiors

FOR IMMEDIATE RELEASE

Contact:
Chloé Beighley-Ludeke – Manager of Marketing
(616) 456-9944 – cbeighley@towerpinkster.com

TOWERPINKSTER RECEIVES TRIFECTA AWARD, NAMED BEST FIRM TO WORK FOR IN NORTH AMERICA

Grand Rapids, Mich., July 28, 2020 – TowerPinkster has won the Trifecta Award from AEC consulting agency, Zweig Group, joining an elite group of award-winning firms. The Trifecta Award celebrates high-performance firms winning awards in three areas: successful workplace environments, growth, and excellence in marketing in the same year.

TowerPinkster has received acclaim as one of the Best Firm to Work For in North America for the 11th straight year. The Best Firms to Work For Award celebrates the top AEC firms, based on workplace practices, benefits, and retention rates. Firms are ranked according to their category based on a combination score comprised of 20% corporate survey and 80% employee surveys. In the 100-199 employee category, TowerPinkster ranked third. In the multidiscipline category, the firm was ranked in the top ten.

Additionally, TowerPinkster received the honor of Hot Firm, placing in the top 50 of the fastest-growing firms in the United States and Canada. Firms that receive this accolade have outperformed the economy and competitors to become leaders in their chosen fields. Firms are ranked by a score comprised of both dollar and percentage revenue growth rate over three years.

To complete the Trifecta Award, the TowerPinkster team received fourth place in the Integrated Marketing category of the Zweig Group Marketing Excellence Awards. These awards recognize outstanding, results-driven marketing in the AEC industry. TowerPinkster's recent "Are You Curious" campaign was judged by a team of marketing professionals and evaluated based upon overall creativity, messaging, results achieved by the campaign, and level of design.

To learn more, please visit www.zweiggroup.com.

About Zweig Group
Zweig Group, three times on the Inc 500/5000 list, is the leading research, publishing, and advisory services resource for the AEC industry. The firm provides strategy, mergers and acquisitions, business valuation, ownership transition, marketing, financial management, project management, and executive search services. Zweig Group also provides a comprehensive suite of products, including industry reports and surveys, executive training, and business conferences covering virtually every aspect of AEC firm management.

©2020 Tower Pinkster Titus Associates, Inc.

TowerPinkster

About TowerPinkster Architects | Engineers | Interior Design

TowerPinkster is an architecture, engineering, and interior design firm with offices in Grand Rapids and Kalamazoo, Michigan. Driven by curiosity, design leaders focus on creating unique environments with clients and communities throughout Michigan and beyond. Recent work includes projects for Stryker, Spectrum Health, Ascension Health, Western Michigan University, Northwood University, Grand Rapids Public Schools, Byron Center Public Schools, Kalamazoo Public Schools, Catalyst Development, Stryker Instruments, Gerald R. Ford International Airport, Kalamazoo County, and the State of Michigan. For more information, visit TowerPinkster online at towerpinkster.com.

# # #

©2020 Tower Pinkster Titus Associates, Inc.