

The Stevens Group Facilitates Ruder Finn- RLA Collective Acquisition

[CommPRO](#) Editorial Staff



[Ruder Finn](#) has acquired [RLA Collective](#), a marketing firm that specializes in over-the counter health and wellness – a move aimed at bolstering the agency’s marketing, digital and analytics capabilities. Introductions were made by The Stevens Group which also assisted in the negotiations.

RLA Collective specializes in end-to end product marketing including research, content development and brand engagement strategies such as social marketing, micro-influencers, geo-targeted retail campaigns and digital marketing.

RLA founder and CEO Robin Russo and president and partner Alyson O’Mahoney will serve as co-managing directors, part of an 11-person team that will be joining Ruder Finn through the merger.

Ruder Finn CEO Kathy Bloomgarden said the acquisition is in keeping with Ruder Finn’s “journey without end” to be an agency more heavily reliant on data and analytics –and use those capabilities to help companies grow and adapt to new business models.

The Stevens Group is one of the leading acquisition facilitators in the public relations and digital marketing agency category. Headed by former PR agency owner Art Stevens, The Stevens Group has already announced the consummation of three other acquisitions in 2018 in which it introduced the parties and helped facilitate the transactions.