



Media Contact:
Haley Springer
HKA Marketing Communications
haley@hkamarcom.com
(714) 422-0903

HKA Marketing Communications Revitalizes Technology Practice in Era of Digital Transformation

*Veteran Technology Communications Professional and Former HKA Executive Mike Kilroy
Returns to Orange County-based Agency to Lead Practice*

TUSTIN, Calif., March 15, 2019 – [HKA Marketing Communications](http://www.hkamarcom.com), an award-winning integrated marketing communications firm, has revitalized its technology practice with the hiring of Mike Kilroy as Group Director, Technology. Kilroy previously was an integral part of HKA’s technology business and has returned to work with companies seeking to take advantage of market opportunities in the era of digital transformation.

“Opportunities are abundant for firms offering new technology solutions to old problems that maximize efficiencies, reduce costs and enhance sustainability – and a compelling public relations program can give them an edge with customers, investors and analysts,” said HKA CEO Hilary Kaye. “We are proud of our legacy in the tech industry and having Mike once again lead our technology team enables HKA to fully serve the technology clients of today. With his expertise at easily communicating tech stories, years of experience and track record of success, Mike will be a key part of this endeavor.”

Through his previous executive positions at technology PR agencies in Southern California and the San Francisco Bay Area/Silicon Valley, Kilroy has led programs in a variety of emerging technology sectors, including AI/machine learning, IoT, the 5G telecommunications network, virtual and augmented reality, cybersecurity, data analytics, sustainability and smart vehicles. He has delivered highly impactful results for organizations ranging from startups to top-tier technology brands, including Epson, Toshiba, Ericsson, Cisco and Ingram Micro. As Group Director, Kilroy will provide strategic counsel and account management to ensure optimum business benefit to HKA clients.

“I am looking forward to returning to my roots at HKA and bringing my accumulated knowledge of the technology landscape to the agency,” said Kilroy. “With a groundswell of support from venture capital firms, it’s an exciting time to be part of a tech industry offering innovative solutions that are transforming business and society as we know it.”

Kilroy is a journalism graduate of Cal State Long Beach. He is a former newspaper and magazine reporter as well as author of a popular book on Orange County history. He has been recognized for his work with three Silver Anvil awards from the Public Relations Society of America (PRSA).

HKA has also relaunched EmergingTechPR.com, a resource site conceived by the agency 20 years ago to provide expert counsel to companies marketing the cutting-edge technologies of the time. The online destination has been reimagined to provide informed analysis and perspective on public relations and marketing strategies for emerging tech companies involved in the digital transformation era.

In addition to re-charging its technology practice and EmergingTechPR.com, HKA will continue to serve as a generalist agency, in recent years recognized for its work representing nonprofit organizations, professional services firms and clients in a host of other industries.

About HKA Marketing Communications

Headquartered in Orange County with a satellite office in San Francisco, HKA Marketing Communications is an award-winning agency which has garnered a reputation for excellence from clients, vendor partners and the media. Founded in 1984 by former journalist Hilary Kaye, and managed today by Kaye and marketing communications veteran Kevin Twer, HKA instills professionalism and integrity into every campaign, project and client relationship, successfully enabling agency partners to leverage marketing and communications strategies to support critical business objectives. HKA's menu of client services includes media relations, social media, digital marketing, reputation management and community relations.

For more information, visit <http://www.hkamarcom.com> or call (714) 426-0444. Follow the HKA team on the company's ["InsightsOut" blog](#), [Facebook](#), [Twitter](#) and [LinkedIn](#).

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