



GREAT PLACES TO WORK IN EXPERIENTIAL

PINNACLE

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At Pinnacle we evaluate our performance and seek to continuously grow. An example of this is a recent survey we sent to our team, asking “How would you describe Pinnacle?”. The responses were both reflective and inspiring. We distilled the feedback into 5 words—our pillars.

VISIONARY – Ambitiously creative at our core, we do the hard work it takes to be great every time, without exception. We’re purposeful and inquisitive. We think strategically and we dream big. We constantly strive to amaze (even ourselves) with both what can be done and how it can be done. We respect experience and encourage exploration.

We support and build-up our team. This includes creating career growth/promotion paths, leadership training, providing financial support for continued education and training programs, and regularly sponsoring employee attendance of conferences and events.

LIMITLESS – Sharing successful moments with our clients keeps them asking for more. We take pride in our ability to grow and adapt to the requests of our clients. We never stop challenging ourselves, and we’re constantly expanding our capabilities. While each new project brings unexpected challenges, our success is unstoppable.

We’re constantly looking for opportunities to invest in innovative people, products, technology, and services that will elevate our clients’ success. Earlier this month we announced our acquisition of Zig Zibit, a full-service exhibit and event agency located in Raleigh-Durham, North Carolina. This deal provides Pinnacle with a nation-wide footprint, solidifying the us as a top choice for brands and their agencies.

DEVOTED – Empowered by the understanding that we are chosen by our clients and relied upon by our peers, we are compelled to give our very best. Being wholly committed to producing exceptional work rewards us all. We’re loyal to our clients, our partners and to each other. We believe in cultivating caring, meaningful and long-lasting relationships.

Pinnacle is at its best when everyone is respected, included, and heard. We believe in creating a work environment where everyone can show up as themselves and feel empowered to do their best work every day. One of the ways we practice being devoted to our people is by focusing on Diversity, Equity, and Inclusion (DE&I). It is part of our strategy, not an HR policy. It is part of everyone’s role at Pinnacle.

NIMBLE – We are quick, agile, and coordinated in our actions. Consistent communication and vast resources allow us to scale successfully to conquer any challenge. When confronted with the unexpected, we pivot quickly and creatively to meet the changing needs of our clients.

We empower our people to get to “yes”. And, recognizing we all have different needs, we’re flexible in our work environments and practices.

UNRIVALED – Our closest partners are excited to work with us and recommend us hands down. Our most exacting clients seek our guidance, trust our experience, and take pride in our success. As for our team, we would choose no other crew to compete with, create with and celebrate with.

Pinnacle creates memorable brand experiences for top brands around the world. Activations, exhibits, environments, and events—wherever brands have an opportunity to connect with their audience live, we’re there. Their clients are many of the biggest brands in the electronics, gaming, tech, automotive, fashion and medical industries—and Pinnacle is passionate about making them shine.