

Leading Law Firm in Opioid Litigation Enlists PBIII Marketing Services for Business Development

La Jolla, Cal. – PBIII Marketing Services, LLC, an emerging agency specializing in business development, public relations and thought leadership, announced today that it has been retained by Tate, Grossman, Kelly & Iaccarino, LLP (TGKI), the leader in helping corporate and public entities recover damages from those Pharmaceutical companies employing immoral tactics to encourage the use of their Opioids.

As such, PBIII Marketing Services will help the law firm expand its reach to all regions of the country and retain new clients to participate in the multi-district litigation.

“We looked high and low for a marketing firm that understood the legal space and could immediately ramp up with a multi-pronged effort designed to make corporate and public entities aware of the options they have for reparations from the reprehensible acts of Big Pharma,” said David Grossman, a name partner in the firm.

PBIII Marketing Services will help TGKI, which already has hundreds of clients – principally in the northeast and southeastern United States, reach other local governments, union health & welfare funds, health care organizations, corporations, Native American tribal organizations, and others who have been impacted by the Opioid Crisis.

Among the many strategies being employed will be the creation of a dynamic publication and accompanying website to raise awareness of the issues for the entities. PBIII Marketing Services will also employ public relations, social media initiatives and digital marketing campaigns.

“We have a strong team of seasoned professionals, who will oversee these initiatives,” said Peter J. Burns III, who founded the marketing firm and operates many other businesses, such as Burns Funding. “Among them are Holt Hackney of Hackney Communications, who has written about the law for 25 years and managed marketing campaigns for more than a half-dozen law firms. Furthermore, he has created ongoing publications, designed to expand a law firm’s client base, for two of the largest law firms in the country – Skadden Arps and Jackson Lewis.

“This is just the beginning for PBIII Marketing Services. More importantly, its an opportunity to live by my credo, which is ‘Doing Well By Doing Good.’”