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Herd Strategies Celebrated as Vendor of the Month for August 2024

INDIANAPOLIS - Today, City-County Councilor Jesse Brown and Office of Minority and Women Business Development (OMWBD) Director Fredricks recognized Herd Strategies, a minority & women-owned business founded by Denise Herd, as the Certified Vendor of the Month for August 2024.

"I am immensely proud to honor Denise Herd and Herd Strategies as our Vendor of the Month for August 2024. This recognition is especially meaningful during Black Business Month, as we celebrate the remarkable achievements of Black-owned enterprises within our community," said David Fredricks "Denise Herd and her team exemplify the spirit of excellence and dedication, not only in their professional practices but also in their unwavering commitment to giving back to Indianapolis. It is truly a privilege to acknowledge their contributions and to support their continued growth and success."

Founded in 2011 by Denise Herd, [Herd Strategies](#) has cemented its reputation as a leading public relations firm known for its innovative communication strategies that help clients stand out in a competitive market. With decades of experience in marketing, public relations, and strategic communication, Denise Herd has led her team to achieve impressive results for a diverse range of clients. The firm offers a comprehensive suite of services, including brand development and positioning, media relations, communication training, crisis communication and issue management, and community engagement. Herd Strategies is committed to delivering effective communication solutions that enhance the quality of life for individuals and communities.

Beyond its professional achievements, Herd Strategies is deeply involved in community service. Denise Herd serves on the editorial and operations boards of Indy Maven, the board of directors of the Hoosier Chapter of the Public Relations Society of America, LISC, and the Indianapolis Public Library Foundation. She is also the president of the Indianapolis Public Relations Society. Denise Herd and Herd Strategies have received numerous accolades for their contributions to the industry and community. These include the Indianapolis Business Journal Woman of Influence, the Pass the Torch for Women – Ignite the Torch for Entrepreneurship Achievement, The Hope Magazine – Hope 25, and multiple awards from the Public Relations Society of America. Additionally, Herd Strategies has been recognized with the Indy Chamber Monumental Entrepreneur of the Year Award, the Indiana Minority Business Magazine Golden Laurel Award, and the International Association of Business Communicators Gold Quill Award.

"On behalf of Herd Strategies, I am deeply honored to accept the recognition as the Certified Business of the Month for August 2024," said Denise Herd. "This recognition is a testament to my incredible team's hard work and dedication and the unwavering support we've received from our community over the years. We vow to continue giving back and making a positive impact, just as we have been supported on our journey."

OMWBD's Vendor of the Month initiative is a platform that celebrates the exceptional performance of certified minority, women, veterans, and disabled-owned business enterprises (XBEs) that not only excel in their fields but also make substantial contributions to the community. As August marks Black Business Month, Herd Strategies is a testament to the impact and excellence of Indianapolis-owned businesses. Denise Herd's leadership and the firm's unwavering commitment to quality and innovation continue to inspire and uplift the community, earning them this recognition.

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About City of Indianapolis Office of Minority and Women Business Development:

The Office of Minority & Women Business Development (OMWBD) is committed to serving businesses owned by minorities, women, veterans, and people with ADA disabilities. The agency helps you access contract opportunities from the city, county, municipal, and privately funded projects in Central Indiana. Businesses interested in becoming certified as a minority, woman, veteran, or disabled-owned business enterprise can learn more about the process and connect with OMWBD [here](#).

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