

Seen. Trusted. Remembered.

Public relations for AEC and construction technology companies ready to be seen, trusted, and remembered.

AECO Public Relations combines senior communications expertise with direct AEC and construction technology market knowledge. We understand project cycles, procurement, trade publications, customer dynamics, and the people who influence buying decisions.

We turn announcements, customer wins, executive perspectives, research, and market insights into credible visibility that builds awareness, trust, and business development.

WHO WE HELP

- 01 CONSTRUCTION TECHNOLOGY**
Software and hardware companies building the future of how we design and build.

- 02 ARCHITECTURE, ENGINEERING & CONSTRUCTION**
Firms delivering the projects that shape the built environment.

- 03 BUILDING PRODUCTS & MATERIALS**
Manufacturers and suppliers bringing new products to market.

- 04 REAL ESTATE & INFRASTRUCTURE**
Owners, developers, and built-environment brands.

"Kevin's ability to understand your AEC software product's fit in the marketplace and how to message it is second to none. He quickly establishes trust with the executive team at any startup in the space and drives immediate business impact."



Jeff Steiber,
GTM Advisor, Contech

WHEN PR CAN HELP

Funding announcements

Acquisitions

Integration partnerships

Product launches

Strategic hires

Customer wins

Data reports & proprietary research

Market POVs

Customer insights

Category creation

Strategic customer acquisition

READY TO BUILD VISIBILITY THAT SUPPORTS GROWTH?

START A CONVERSATION
kevin@aecomktg.com →

Earned visibility for the people who build.

Senior communications expertise meets direct AEC market knowledge — turning announcements, customer wins, and insight into credibility that supports growth.

WHAT WE DO

01 STRATEGY & MESSAGING

Positioning, company narrative, executive messaging, media training, and POV development.

02 MEDIA RELATIONS

Targeted outreach to AEC trade press, business media, podcasts, newsletters, and relevant industry voices.

03 ANNOUNCEMENTS & CONTENT

Press releases, wire distribution, launch messaging, bylines, thought leadership, customer stories, and research-driven content.

04 INDUSTRY VISIBILITY

Award submissions, speaker submissions, podcast appearances, conference opportunities, and executive visibility programs.

05 PAID & AMPLIFIED PLACEMENTS

Sponsored content, paid bylines, targeted trade media placements, and amplification of earned coverage.

06 THOUGHT LEADERSHIP & CONTENT

Bylines, executive perspectives, market POVs, customer stories, research-driven content, and proprietary data reports.

YOUR TEAM



KEVIN FERGUSON

AEC & Construction Technology Specialist

Kevin brings direct construction software and AEC go-to-market experience from work across dozens of startups and growth-stage companies in the space. He understands the buyers, the market, the terminology, the publications, and what actually resonates. That means less ramp time, sharper positioning, and a PR program grounded in the realities of the industry.



RICK LIEBLING

PR & Communications Lead

Rick is an award-winning PR and communications leader with 20+ years of experience helping companies elevate their brand, sharpen their narrative, and earn meaningful visibility. He has worked with clients ranging from Fortune 500s to startups, with deep expertise in integrated communications, thought leadership, media strategy, and enterprise storytelling.

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