



# KIM PITA

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SERIAL ENTREPRENEUR  
INSPIRING SPEAKER & AUTHOR  
MENTAL HEALTH ADVOCATE

## Services

- Speaking
- Consulting
- Coaching
- Publishing
- Wellness Events
- Retail
- Philanthropy

## Experience

After working as a newspaper editor, chamber of commerce marketing manager and press secretary in the U.S. Congress, Kim Sirois Pita spent 17 years building The Pita Group, a successful and respected multimillion-dollar marketing agency. In 2013, she founded Pita Peaces, where she develops and launches integrated marketing strategies for startups, nonprofits and manufacturers. For two years, she served as the interim executive director of New England FIRST, a nonprofit robotics program.

A mental health advocate and past board chair of Mental Health Connecticut, Kim founded and launched the Love Your Mental Health Art & Wellness Studio and Kelly's Wings Gift Shop, named after her late sister, in the Village of Chester in November 2021.

She currently serves on the board of directors of Copper Beech Institute, a mindfulness center, and Framingham State University Alumni Association. She is also a board emeritus of the Connecticut Business & Industry Association (CBIA). She is certified in Mental Health First Aid, life & happiness coaching, and is currently training for mindfulness facilitation. In 2019, she published her memoir *Split Endz: A Tale of 2 Crazy Sisters* and is currently working on a novel. The mother of two teenagers and two cats, Kim lives in Old Saybrook.



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# Working with Kim

"No matter what project she undertakes, Kim does so with high energy and enthusiasm. She provided us with a professional perspective on how to ramp up our social media marketing to showcase our culture. She easily connects with both employees and customers through meaningful conversations and dialogue, which provides us with invaluable insight in our company evolution."

Jason Howey, President, Okay Industries

"You won't find a more passionate, well-versed, dependable, and anticipatory marketing and social media guru than Kim Pita. Over the last 10 years, I have witnessed her high standards, leadership, teamwork and sense of humor while serving together on the CBIA Board of Directors and working collaboratively at New England FIRST. Kim is someone people flock to because of her uncanny ability to relate with all generations. She gets it!"

Bob Sobolewski, Past Chair, Connecticut Business & Industry Association (CBIA)  
Management Consultant, Bob Sobolewski Consulting

"I have had the chance to work very closely with Kim over the last 10 years with CBIA and now at the Connecticut Society of CPAs. I love the way she thinks. She is innovative, creative, and a strategic thinker. When we are together great energy and ideas always come to life. She cares about bolstering the significance of small businesses in our state and reducing the mental health stigma. We need more hard-working and motivated people like her sharing positive and inspiring messages."

Bonnie Stewart, Executive Director, Connecticut Society of CPAs

## Signature Talks

How to Love Your  
Mental Health

Understand Generational  
Differences

Marketing on a  
Shoestring

PRIME  
Leadership

Reimagine  
Your Life

Mindful  
Journaling

