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## Mountain View Group Acquires New Jersey-Based Tribe Pictures

Mountain View's brand and culture expertise joins Tribe's 35-year storytelling legacy in strategic growth move

Atlanta — August 19, 2025 — Mountain View Group, a creative agency known for aligning strategy with storytelling, announced today its acquisition of Tribe Pictures, a premier video storytelling studio based in the New York City metro area. The move strengthens Mountain View's position as a leader in brand and culture communications and expands its long-standing presence in the Northeast.

Founded in 1981 in New York and now headquartered in Atlanta, Mountain View Group has built a national reputation for helping organizations activate business strategy through human-centered storytelling. The acquisition of Tribe Pictures represents a significant step forward in the agency's ongoing growth—enhancing creative depth, increasing production scale, and adding new perspective to the firm's already robust capabilities.

"This is a strategic addition to Mountain View's capabilities," said Stephen Pruitt, Principal at Mountain View Group. "Tribe shares our belief that storytelling is one of the most effective tools in business—and they've truly mastered the craft. With this acquisition, we're not just expanding our reach—we're building on a legacy of excellence that aligns perfectly with our vision for the future."

Founded by acclaimed director and author Vern Oakley, Tribe Pictures brings over 35 years of experience producing emotionally resonant content for respected brands and institutions. Their portfolio includes executive communications, leadership storytelling, employee engagement, and values-based campaigns that connect with audiences on a deeply human level.

"Our agencies have long respected each other—not just for the quality of the work, but for the care we put into the process," said Vern Oakley, founder of Tribe Pictures. "I'm excited to join forces with a team that shares our values and passion for meaningful video storytelling."

Tribe's human-centered video storytelling lens enhances Mountain View's strategy-led approach to communications—across organizational change, culture transformation, brand activation, employee engagement, and leadership visibility. The combined team now brings expanded capabilities in areas such as strategic communications, creative design, and video storytelling—creating even more ways to connect people to purpose. Vern Oakley will continue in an active role, bringing his recognized expertise in executive on-camera performance and authentic storytelling to the combined team and client relationships. Together, the team delivers high-impact work that drives alignment, engagement, and business results.

The acquisition also deepens Mountain View's presence in the Northeast, where the company has maintained operations for decades. With full-time team members and long-standing client relationships in the region, the addition of Tribe's footprint and creative network further expands Mountain View's access to top-tier talent and collaborative opportunities. "This acquisition is about more than capabilities—it's about shared values," said Thom Gonyeau, Principal at Mountain View Group. "We believe in the power of story to create clarity, connection, and change. With Tribe, we're doubling down on that belief—and giving our clients even more ways to bring their strategies to life."

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### About Mountain View Group

Mountain View Group is a creative agency that activates business strategy with human storytelling. With a focus on strategic communications, Mountain View helps organizations communicate with clarity and purpose—internally and externally—to drive engagement and business results. Clients include leading companies across aerospace and defense, healthcare, industrials, and global consumer brands.

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