Here/There

Overview & Capabilities



October 2026

Hello, Tomorrow, Inc!

Here/There is a full service communications solution focused on driving strategic visibility, elevating your reputation, and generating demand.

In-house savviness. Right-sized talent.

We understand the challenges that come with building and elevating a category. We've been there. And, we've also seen firsthand the value of having the right talent embedded within your business. That's where we come in.

Think of us as your agile in-house team. We exist to accelerate your growth while scaling with your business. We operate in strategy, speak in results, and integrate learnings along the way.

We create value, from the inside out.

Narrative & Messaging Architecture

We craft your narrative and messaging suite to drive resonance and cohesion across target external and internal audiences.

External Comms & Media Relations

We bring your story to life across corporate and consumer targets to elevate reputation and excitement while increasing visibility.

Thought Leadership & Executive Visibility

We leverage your vision and value proposition to drive recognition and visibility that extends leadership profile and reputation.

Nutrition Strategy & Communications

We understand the science behind the products and bring this to life via resonant programs and KOL relationship building.

Public Affairs & Corporate Reputation

We reach key stakeholders to maximize advocacy and understanding — creating protections for you as you scale.

Brand & Content

From owned to social, we approach platforms with purpose, creating compelling content to increase conversation, ranking, and relevance.



Nicki Briggs, MS, RDN

Founder/Principal

Nicki is a brand communications leader deeply passionate about working with founding teams to transform early-stage innovators into industry luminaries.

Recognized by PR Week as a 'PR Trailblazer to Watch', Nicki Briggs has spent the past two decades leading communications for category-defining B2C and B2B food, food technology, and biotechnology companies. From building high-performing teams to fueling the adoption of new products and industries, she specializes in helping companies navigate critical inflection points while strengthening corporate reputation and accelerating business goals.

She leverages her background as a registered dietitian to translate complex science into resonant, digestible messaging. Nicki has helped companies across major moments, including significant fundraises, signature launches, crisis response, complex policy initiatives, leadership appointments and transitions, and flagship partnerships.

Nicki is currently the Founder and Principal of Here/There, a strategic Communications consultancy focused on helping world-changing food, food technology, ag, health, and biotechnology companies transform their big ambitions into reality. She and her team provide full-service communications, tailoring programs to companies to right-size their needs and support them as they scale.

Previously, Nicki served as the Chief Communications Officer at Chobani, helping to grow a New York startup into a billion-dollar, category leader. Most recently she led Corporate Affairs for Perfect Day, cementing the company's reputation as the global precision fermentation leader and gaining the company global recognition with media, investors, and major corporate partners. She also launched and chaired the Precision Fermentation Alliance, the world's first-ever dedicated trade association for precision fermentation.

Nicki earned a dual MS in Human Nutrition and Nutrition Communications from Tufts University Friedman School of Nutrition Science and Policy. She serves on the Board of Directors for Oldways and as a strategic advisor for Banza.



Relevant Experience

Please find a selected showcase of work illustrating Here/There's experience and capabilities.

We're happy to pull together additional samples as requested and useful.

Chobani

Creating a household name

As part of our category creation efforts, we leveraged public relations and storytelling as a powerful tool to grow Chobani from a New York State upstart into a household name. In just under five years, we garnered over 12 billion earned impressions through strategic, buzz-driving communications across the company's consumer and business brands. Through in-house and agency-driven support, we created consumer demand, trial, and repeat purchase at shelf. We also leveraged the company's founding story and product innovation to drive far-reaching business coverage. The result? A high-protein, creamy media darling.



The Urgent Company

Building a new category

As part of Perfect Day's plan to seed a new category while accelerating runway and B2B interest, the company launched a consumer brand subsidiary, The Urgent Company. We built the PR strategy from the ground up, supporting the parent company's messaging and business goals. In just one year, we helped the consumer entity's first CPG launch become the top-selling plant-based ice cream in the nation with robust earned media, influencer support, and paid integrations.



Chobani

Creating dietitian champions

As part of our strategy to create a household brand and beat competing market leaders at shelf, we leveraged Registered Dietitians as an engaged, educated expert voice to extend our reach. Through target market dinners, custom materials, retail programs, and trade shows — we built meaningful relationships with this high-value audience across diverse RD verticals, from media influencers to supermarket RDs. Our efforts directly drove retail velocities and media traction. These voices also served as critical defenders of Chobani's product and reputation during recalls and crisis situations.



Perfect Day

Standing up a global Coalition to ignite a new industry

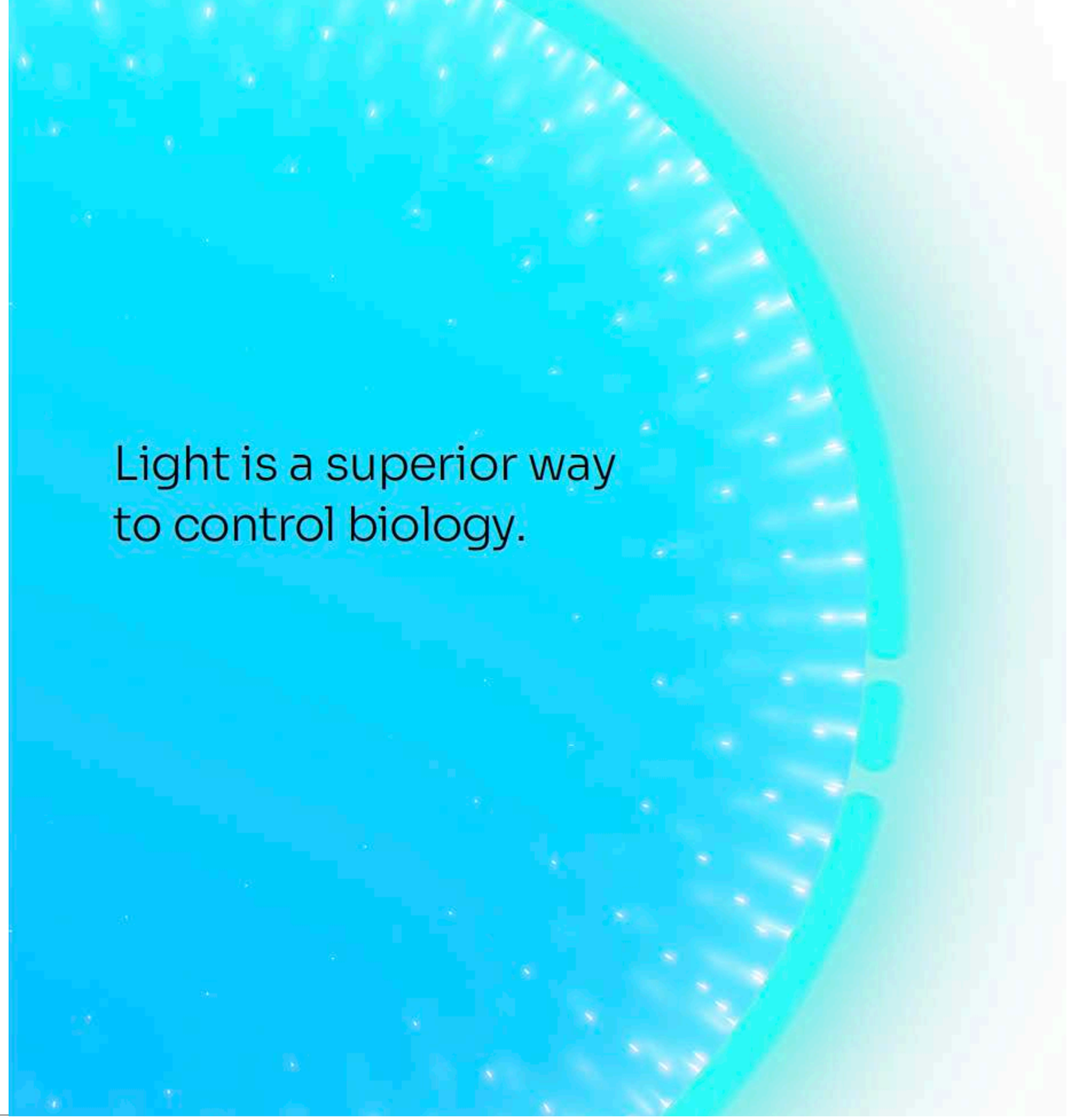
As a pioneering player steps ahead of emerging industry peers, Perfect Day found itself in a unique but challenging position: how could it create a moat to protect its market lead while collaborating with the industry to further its regulatory agenda? We architected the first-ever industry association for the precision fermentation industry, the Precision Fermentation Alliance, bringing together 11 companies and formalizing a brand identity, charter, budget, and operating structure. In just one year, the PFA made national headlines, visited the White House, and created valuable industry, retail, and investor alliances.



Prolific Machines

Category creation and storytelling

As a science-heavy startup pioneering a new-to-the-world technology, Prolific Machines was in of a coming out moment. We took this stealth startup from pre-launch to oversubscribed in just 12 months. Working closely with biologists and optogeneticists to translate highly novel, complex science, we built a new biomanufacturing category led by light called photomolecular biology. We codified this category via digestible messaging, visual storytelling, media relations, and content. The result: An oversubscribed Series B, a TIME Best Inventions award, and a robust commercial pipeline led by inbounds from leading pharma and CDMOs.



Brightseed

Leveraging clinical research

As a category creating, AI-led life sciences pioneer, Brightseed found itself at a critical juncture: how could it continue to drive meaningful R&D progress while hitting critical commercial and business targets? We worked with Brightseed to commission two distinct RCT, double-blind clinical trials, architecting each to provide business-driving outcomes. After placing completed studies in prestigious peer review journals, we drove visibility and credibility for the research via owned and social content, top-tier media coverage, and industry events. Collectively, Brightseed say a 200% increase in demand for its ingredients following our research campaign.



Banza

Bolstering a business post-crisis

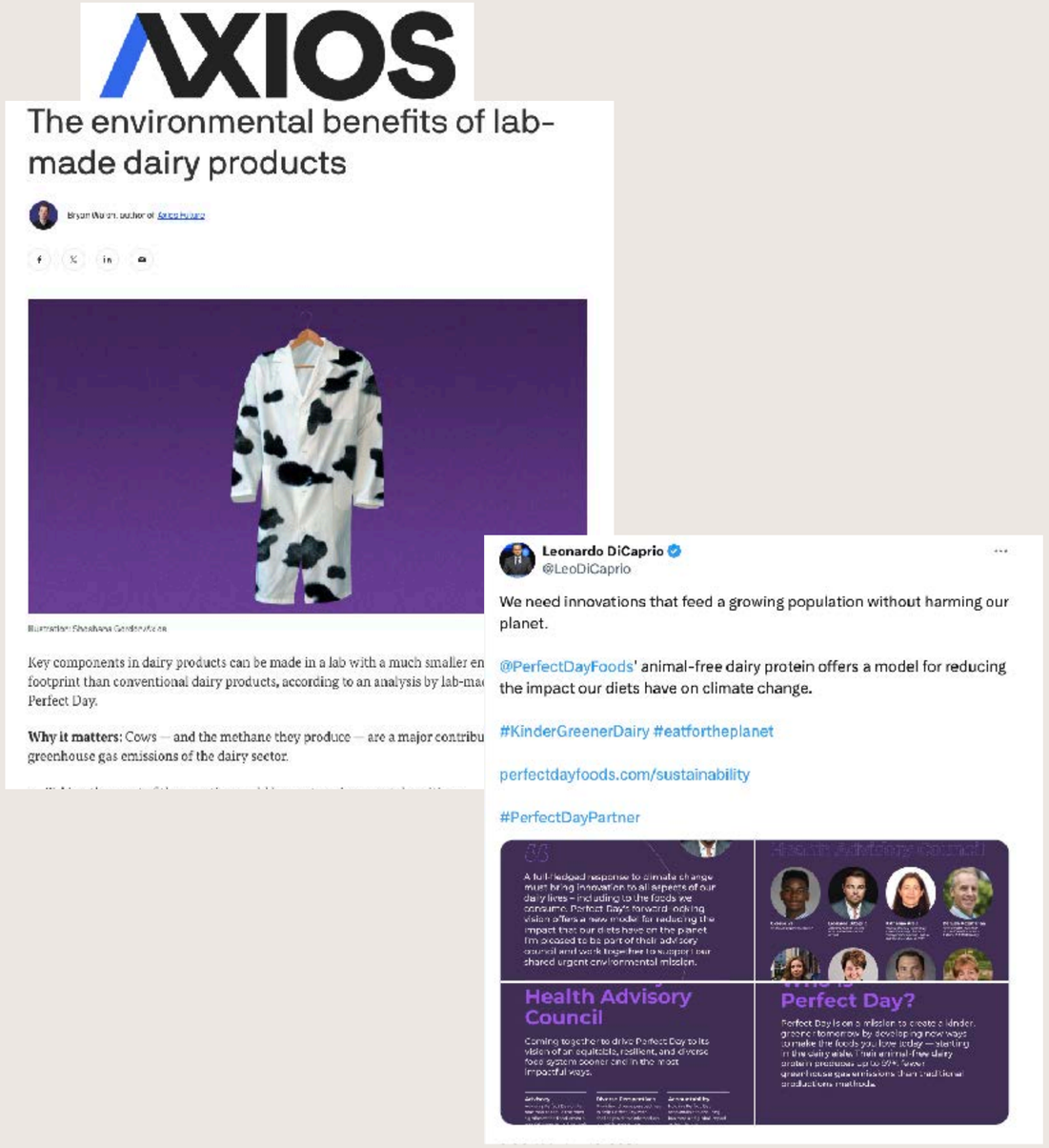
Post the Banza's first crisis event, this pasta category leader was in need of communications support to restore trust and sales. We worked cross-functionally to architect a purpose-built purpose platform that authentically reflected its long-standing commitment to better-for-you excellence, chickpea grower partnerships, and sourcing transparency. The result was a multi-touch platform that showcased internal and external experts to deepen brand trust and love. We coupled this with a robust crisis program to better prepare and protect the business from identified potential risks and issues, including product recalls, infrastructure disruptions, and misinformation campaigns.



Perfect Day

Amplifying impact potential

Perfect Day commissioned an ISO-conformant life cycle assessment to quantify the potential of its mission of creating a kinder, greener tomorrow. To accompany the LCA, we formed a Sustainability & Health Advisory Council with leading sustainability and nutrition experts to add further validity to Perfect Day's sustainability prowess. The multichannel announcement included social posts posts from SHAC members including member Leonardo DiCaprio and a media exclusive with Axios and widespread follow on coverage. The company saw an uptick in commercial and media inbounds following the news and continued recognition as a sustainability leader. We wove the work into ongoing thought leadership, media, award, and commercial efforts.



Lavva

Accelerating go-to-market success

Lavva is a wholefood pioneer creating new supply chains and clean, consumer products. Driven by initial retail feedback and consumer insights, we led a comprehensive rebranding and re-positioning to increase velocity at shelf while deepening the brand's unique provenance story, differentiated health benefits, and incredible taste story. This was married with communications and marketing across key channels to support retail sell in and consumer demand.



Chobani

Deepening corporate reputation

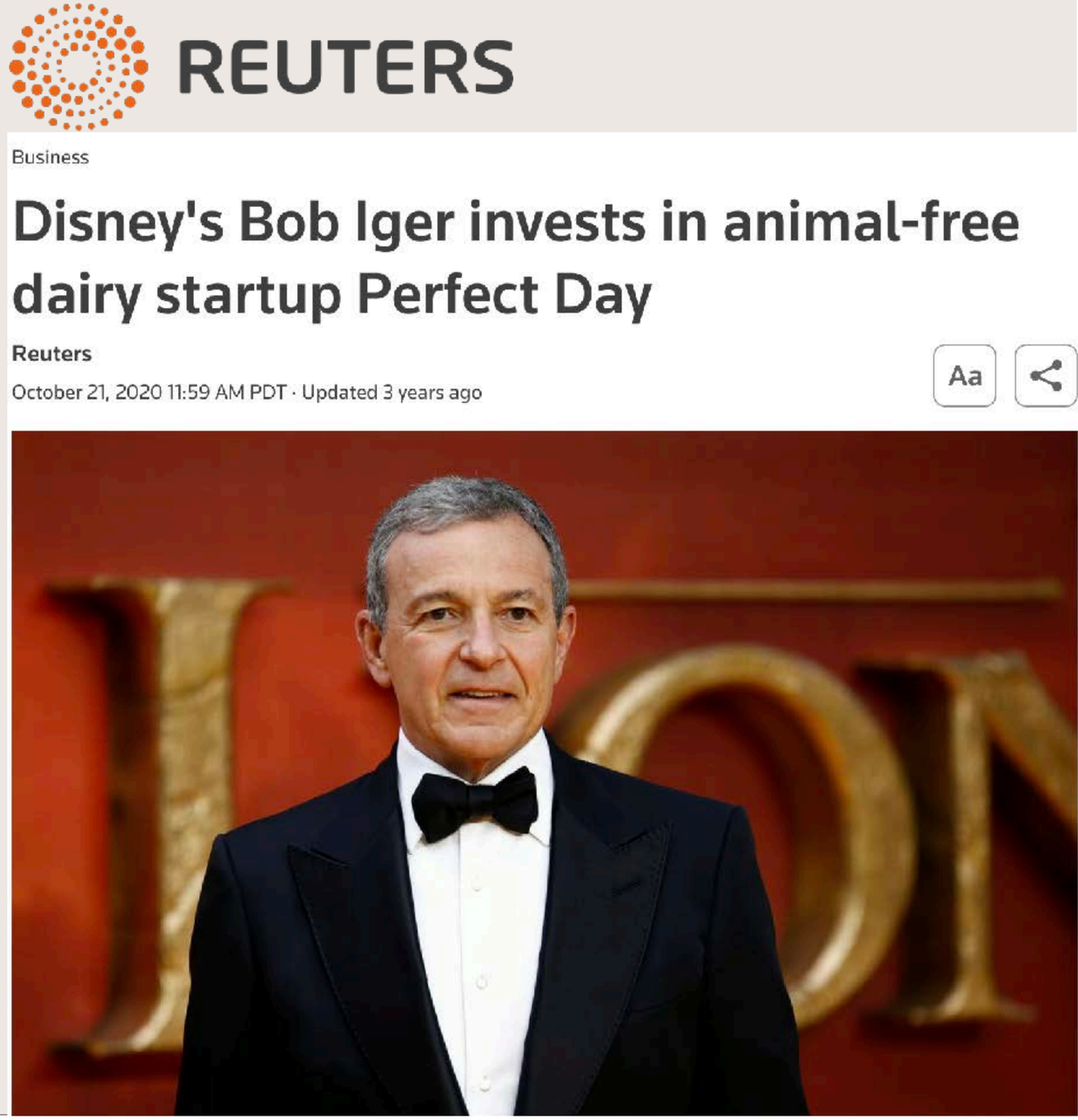
Now the yogurt category leader, we helped build this once New York upstart into a billion-dollar brand through far-reaching storytelling. One of our core strategies was building the Chobani CEO, Hamdi Ulukaya's, Executive platform as a way of elevating Chobani's corporate narrative and equity. We leveraged awards, speaking engagements, and media profiles to bring Hamdi's story to life in a way that compelled consumers, investors, and retailers, alike. Our work drove countless accolades for the brand along with features in CBS Sunday Morning, the New York Times, and the New Yorker.



Perfect Day

Stacking the deck

To announce Bob Iger's appointment to the Perfect Day Board of Directors, we created a multi-pronged strategy to extend halo and prestige for the business. The capstone of this approach included dual exclusives placed in the Financial Times and Fast Company, accompanied by robust follow on coverage in outlets ranging from Reuters to critical business trades. We accompanied this with strategic owned and social content to expand reach, including a letter from our Founder, which we ghostwrote. We led all media relations, messaging, and spokesperson prep, including Perfect Day co-founders and Bob Iger.



Perfect Day

Evolving thought leadership profile

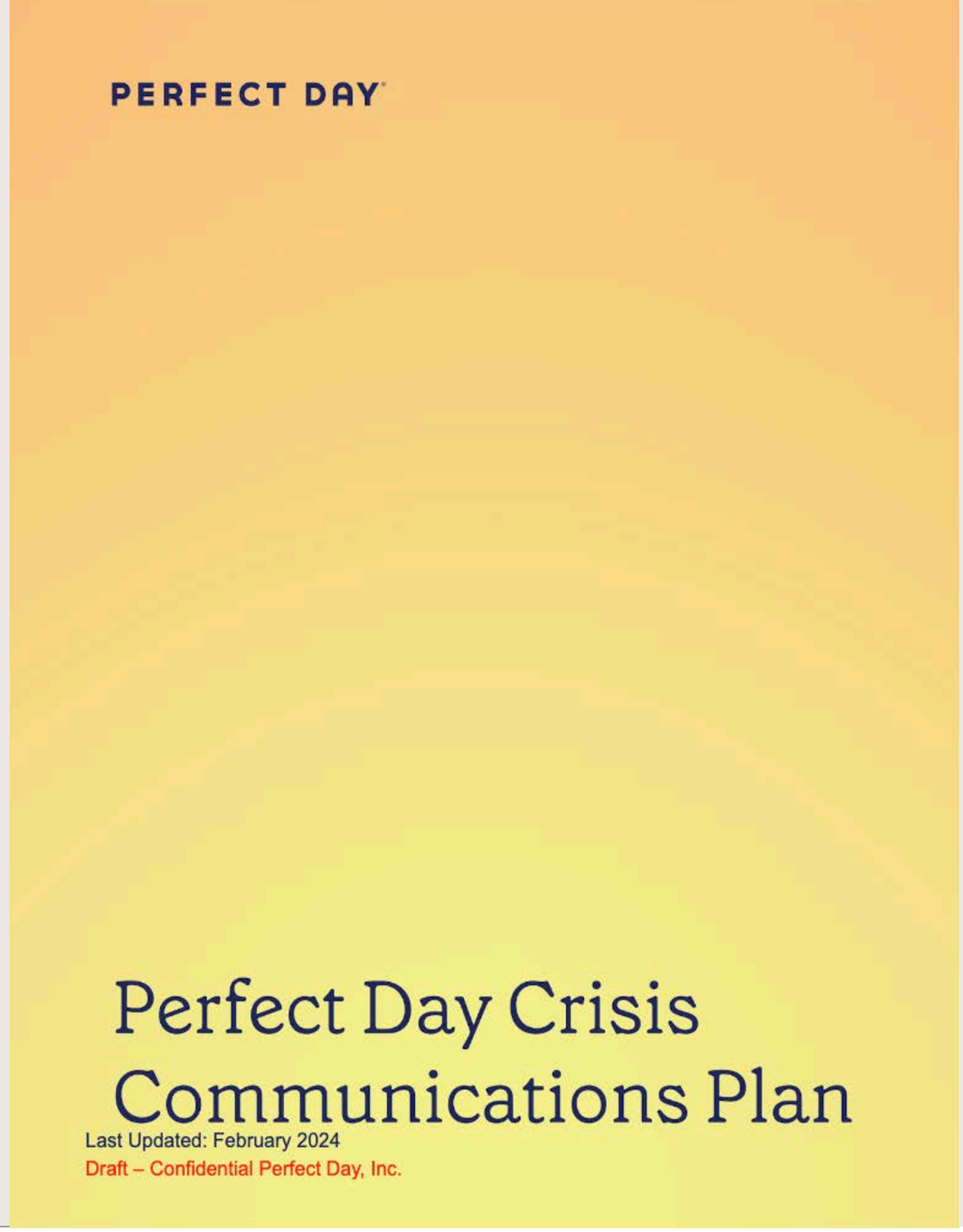
As the company grew from a first-to-the-world idea to a commercial scale ingredient manufacturer and partner, the visibility of its CEO and founder, Ryan Pandya, evolved to underscore the growth of the company. We trained and leveraged the Chief Science Officer to take over industry speaking events as we up-leveled Ryan to take on major financial industry and market-leading events. This included two speaking slots at Collision, where he brought Perfect Day's mission to an audience which included leading potential partners and investors.



Perfect Day

Preparing a global B2B and B2C business to weather any storm

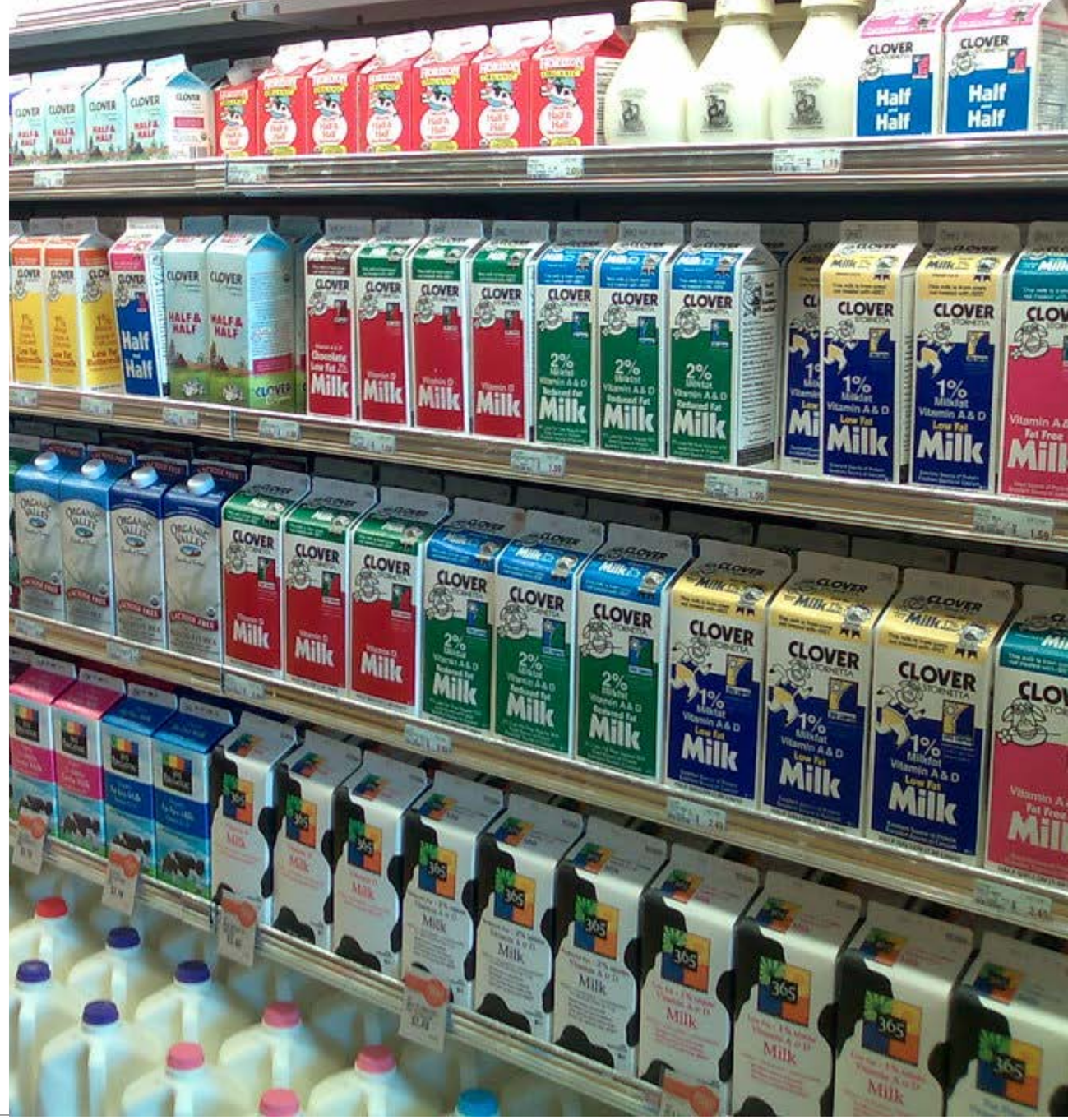
As Perfect Day's business grew it was in need of a formalized crisis response plan for potential issues. We jumped in to conduct a full audit of existing systems and deep-dive vulnerability assessment with key internal and external stakeholders. The result was three crisis communications plans— for the parent company, its B2C brands, and its international business— which set the company up to successfully respond to a number of potential issues, including product recalls and misinformation campaigns. We implemented a biannual cadence of crisis drills to pressure test and the team and update the plan with the latest realities.



CPG Category Leader (anonymized)

Leading a Class 1 FDA recall and driving business continuity

We leveraged an integrated crisis plan that we built and deployed using a trained internal Crisis Response Team, to address a significant FDA recall. Third-party voices, retail partners, and a trained field team were activated to provide high-touch support and reduce consumer fear. As the situation escalated, the CEO was leveraged via a homepage video to speak candidly to the situation, empathize with those affected, and communicate steps taken to prevent this issue from ever happening again. We engaged corporate visibility and purpose opportunities in the months ahead to reinforce the company's commitment to quality and help the business move forward.



Thank you!

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