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The Monument Group Announces Opening of Fort Worth Office

Strategic Communications Firm Expands Texas Footprint

FORT WORTH AND AUSTIN, TX – [The Monument Group](#), Texas' leading public affairs and strategic communications firm, today announced the opening of an office in Fort Worth. Founded in Austin in 2008, the company has been the trusted communications partner for global brands and local leaders in navigating Texas' diverse landscape to earn public trust and market share. The company offers decades of experience in research and intelligence, strategic communication, public affairs and corporate campaigns.

Fort Worth is known for common-sense governance, unmatched cultural heritage and a thriving economy. As the fourth largest city in Texas, Cowtown is the ideal location for the firm's growing statewide operation and establishing a local market presence to better serve current and future clients. This expansion is designed to fill a unique need and growing demand for sophisticated communication services in the region.

Founder and Managing Partner, Scott Dunaway, a Fort Worth native, stated, "We have always recognized that investing in Fort Worth would be critical to capitalizing on our past success in North Texas. Companies operating here or considering relocation will no longer need to look elsewhere for world-class communication capabilities and deep local insight."

The Monument Group has operated across DFW region for over a decade, supporting various sectors, including finance, national defense, education, real estate, family offices, manufacturing, transportation, and technology. The company has also operated statewide campaign initiatives and issue-based communications across the area.

Leading the Fort Worth office are two seasoned professionals with strong regional ties:

- [JD Estes](#), Director, has over 20 years of experience consulting Fortune 500 companies with complex challenges globally, nationally, and statewide. Previously, he was Senior Vice President at Edelman, held key roles at XTO and Exxon Mobil Corporation, and served in the White House under President George W. Bush.
- [Patrick Brophy](#), Manager, offers nearly a decade of expertise driving public policy objectives in the DFW region, most recently as Chief Operating Officer of the North Texas Commission.



“The addition of JD and Patrick ensures unmatched public affairs knowledge for the market,” Dunaway noted. “We’re perfectly positioned to guide organizations navigating the Fort Worth-Dallas market and to execute strategic campaigns that deliver results.”

About The Monument Group

The Monument Group is a Texas-owned and operated strategic communications firm that positions its clients for success in Texas. The firm uses modern communication strategies, expertly crafted messages, and long-standing relationships to generate results with the audiences that matter. The Monument Group views each client’s opportunity through a Texas lens, applying its unique understanding of the people, industry, and politics that make the state exceptional and complex.

For more information about The Monument Group, visit www.themonumentgroup.com.

Media Contact:

Scott Dunaway
The Monument Group
scott@themonumentgroup.com

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