



Calysto Communications Honored as Gold Stevie® Award Winner in 2026 American Business Awards®

Calysto brings 27 years of award-winning marketing and PR expertise to businesses in the AI, IoT, mobile, wireless, satellite and telecom markets

Atlanta – May 12, 2026 – [Calysto Communications](#), a global marketing communications agency specializing in the AI, IoT, mobile, wireless, satellite and telecom industries, today announced it has received a [Gold Stevie® Award](#) in The 24th Annual American Business Awards® for Achievement in Influencer Management.

Calysto earned the Gold award for the campaign it created and manages for its client [Soracom](#), a cloud-native IoT platform providing connectivity, cloud integration, and AI services for the Internet of Things. The ongoing award-winning [campaign](#) leveraged creative, custom strategies to build brand awareness through market and thought leadership. Some results include:

- Calysto secured more than 125 analyst briefings in 48 months
- Soracom was recognized as a leader in more than 40 IoT analyst reports
- Calysto placed more than 25 thought leadership articles under the CTO's byline
- The campaign contributed to a successful IPO on the Growth Market of the Tokyo Stock Exchange in March 2024 (TSE: 147A)

The Gold Stevie Award represents the highest level of Stevie Award available – and it is the latest in a long list of honors Calysto has received for its well-established record of delivering outstanding public relations and marketing results for its clients.

Previous Calysto awards include:

- PR Campaign of the Year (Stevie Gold – Low Budget Under \$10,000 Award);
- B2B Marketing Campaign of the Year (Stevie Gold Award – vertical market PR campaign that appealed directly to customers and repositioned satellite company Immarsat as an IoT player);
- Agency Team of the Year (Ragan and PR Daily Awards, 2021);
- Best Small Professional Services Firm (Client Advisor Award) and many others

"Analyst relations is a long game measured across quarters and years, and the work is often invisible until it isn't. Calysto has brought the patience and discipline to cultivate relationships over time, and the strategic judgment to keep us focused through cycles where progress can be hard to see," said Jake Martin, Director of Corporate and Americas Marketing at Soracom.

"Soracom's consistent recognition as a leader in managed IoT connectivity reflects the wisdom of that approach. Calysto has been a steady partner in that work for more than five years, and this award is well-earned."

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► [calysto.com](#)



“The key to building an award-winning marketing campaign is combining industry expertise with compelling storytelling, strong influencer relationships, and proven PR and social media strategies,” said Laura Borgstede, Chief Energizing Officer for Calysto Communications. “Equally important is having a great client partner. From the beginning, Soracom has embraced our suggested strategies, which played a critical role in Soracom’s recognition as a market leader.”

The American Business Awards are the U.S.A.’s premier business awards program. All organizations operating in the U.S.A. are eligible to submit nominations – public and private, for-profit and non-profit, large and small.

This year, more than 3,700 nominations were considered by more than 230 professionals across nine juries. Their average ratings determined the Gold, Silver, and Bronze Stevie Award winners announced earlier this month. For complete lists of those Stevie Award winners, visit ABA.StevieAwards.com.

About Calysto Communications

Calysto Communications™ is a global marketing communications and public relations agency that specializes in raising awareness and driving value for companies in the AI, IoT, mobile, wireless, satellite and telecom markets. With a 27-year, award-winning history of building buzz, brands, and business results, Calysto’s team of industry insiders specializes in reaching the right industry influencers with the most compelling content about your company. Calysto relies on human-created content while leveraging AI for operational efficiencies. Through strategic counsel, market positioning, content marketing, analyst and public relations, and social media content, Calysto creates flexible, customized PR and marketing campaigns for clients specifically designed to drive leads and maximize ROI. Learn more about Calysto at www.calysto.com.

About the Stevie Awards

Stevie Awards are conferred in nine programs: the Asia-Pacific Stevie Awards, the German Stevie Awards, the Middle East & North Africa Stevie Awards, The American Business Awards®, The International Business Awards®, the Stevie Awards for Women in Business, the Stevie Awards for Great Employers, the Stevie Awards for Sales & Customer Service, and the new Stevie Awards for Technology Excellence. Stevie Awards competitions receive more than 12,000 entries each year from organizations in more than 70 nations. Honoring organizations of all types and sizes, as well as the people behind them, the Stevies recognize outstanding workplace performance worldwide. Learn more about the Stevie Awards at <http://www.StevieAwards.com>.

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