

FOR IMMEDIATE RELEASE

Local Entrepreneur Christian Cobb, Founder + CEO of Copurpose Brand + Strategy Chooses Downtown Syracuse for Next Chapter

Syracuse, NY – June 1, 2026 - For Christian Cobb, moving Copurpose Brand + Strategy to downtown Syracuse isn't "just business," it's a dream come true.

The fast-growing marketing and AI firm has relocated to the historic Donohue Building at 316 S. Clinton Street, placing the company in the heart of the city. An aspiration that matters to the entire team, but especially to Cobb.

"I went to college here. My first job was here. I met my wife here. We're raising our family here. After a while, a city becomes part of your identity. Syracuse is that for me," said Christian Cobb, founder and CEO of Copurpose.

After several years operating from the historic Lab Building in Skaneateles, Copurpose is entering its next chapter in downtown Syracuse with a purpose: to be more active in shaping Central New York's future.

"Moving our office downtown is one small way of investing back," Cobb added. "We want to support local businesses, participate in the community, and build on our relationships here. Moving somewhere doesn't entitle you to anything. We're excited to earn our place here."



Christian Cobb, CEO + Founder of Copurpose Brand + Strategy.

Founded in 2023, Copurpose helps businesses and nonprofits bring a more thoughtful approach to their marketing using a blend of purpose, fundamentals, and technology (AI).

Recently, Copurpose has partnered with the [Carrier Park Field of Dreams](#), [Vinny Lobdell's Summer Slam](#), [Vera House New Beginnings Gala](#), as well as projects such as the rebuilding of the [Leadership Greater Syracuse](#) brand and website.

Its client base includes local nonprofits, construction and real estate firms, professional services companies, leadership organizations, performing arts groups, retailers, and food and beverage brands.

The Donohue Building has also drawn attention from local history enthusiasts in recent weeks. David Haas, known for his Syracuse History social media presence, highlighted the building and its many past lives. Originally constructed in 1886 for Dr. Florence Donohue as a combined office and residence, the property has been home to a range of uses over time, including a bakery and, more recently, restaurants such as Black Olive and a Quiznos location.



Copurpose office building at 316 S. Clinton Street.

Current tenants at 316 S. Clinton Street include Three Lives Bar and Restaurant and LaBella Associates, an architecture, engineering, environmental, design and planning firm.

From its new windows, the team looks out toward the Jim Boeheim mural by artist [Chris B. Murray](#) at 215 W. Fayette Street in Armory Square, an 800-square-foot tribute (an event Copurpose was hired to photograph).

For Copurpose, the new office gives Cobb and his team a downtown home base to serve clients, build relationships, and bring more of their work into the greater Syracuse community.

"I ask my team to go all-in with our partners. And with our office here, I believe we can do that," said Cobb.

Image Files

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Relevant Links

- [Community Rallies Around the Move](#)
- [Copurpose Gives to Le Moyne College](#)
- [Christian Judges Business Plan Competition at INSPYRE Hub](#)
- [Christian Recognized for His Marketing and Community Relations](#)
- [Public Reviews of Copurpose Brand + Strategy](#)

About Copurpose

Copurpose Brand + Strategy is an all-purpose marketing firm and partner from Syracuse, New York. We're a few good humans who empower brands and lead marketing projects with purpose, fundamentals, and AI.

We care about your entire marketing function, taking a boutique approach to businesses and nonprofits shaped around your goals, your pace, and the way your organization actually operates.

From branding and websites to content, marketing strategy, AI, and systems, we help connect every part of your marketing so it all works together to support your business.

About Christian Cobb

Christian Cobb grew up in the small town of Port Byron, New York, with modest means and a graduating class of about 50 students.

Today, he is the founder and CEO of Copurpose Brand + Strategy, a Syracuse-based firm built around thoughtful marketing, strong relationships, and doing work the right way. After roles from Marketing Coordinator to Vice President, Cobb started Copurpose to help organizations make real progress through branding, strategy, websites, content, and AI-supported marketing systems.

A graduate and ex-professor of Le Moyne College and Syracuse University, Cobb is now growing his business, raising his family, and investing his time and talent in the Syracuse community.

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