



EdgeWise



“Get a Word In.”

Blogs. White papers. Newsletters. Tweets. Marketing materials. Training documents. Overflow public relations writing.

It's easier than ever to make noise. But that doesn't mean anyone hears you. To make your written voice rise above the din, your prose must be compelling, your message must be strategic, and your output must be consistent.

Thought leadership, expressed through quality writing, is the key to achieving such strategic goals as leveraging company leadership and establishing product and service branding.

- **Thought** – Putting the company's expertise on display through quality content that initiates conversations with the people who matter.
- **Leadership** – Infusing that content with thoughts, ideas and opinions about the future of your industry. That requires more than just good writing, it requires writers who can extract those ideas from your company's talent pool and convey them in your voice.

Thought leadership must permeate every piece of writing – whether it's a customer newsletter, a blog post, a white paper or an informal letter to a client. The voice of a company needs to be consistent, and the position of thought leader conveyed through all written communications.

Achieve this by consolidating your outsourced writing with EdgeWise.

Professional Writers and Expert Brand Stewards

EdgeWise (<http://www.edgewise.us.com/>), a new venture of [Edge Communications, Inc.](#), draws on the talent and experience of senior writers and journalists to develop quality, publishable content for businesses large and small.

We help organizations and professionals tell their stories and share their expertise in a compelling way, crafting and refining messages for any number of audiences: customers, prospects, employees, investors, senior management, consumers and the media. Our writing services are offered on a sustaining, contract-basis or per project, and can augment ongoing public relations and/or internal communications efforts.

Why EdgeWise?

- **Superb writers and thinkers.**
Professionals committed equally to the craft of writing and the art of using that writing to convey a consistent personal and corporate brand identity.
- **Single point of contact for all writing needs.**
Consolidate diverse/diffuse outsourced writing resources under one roof. EdgeWise is able to handle all internal, external and overflow PR writing, seamlessly.
- **Quality, stability, accountability.**
EdgeWise management hails from Edge. Since its founding in 1996, the firm has provided full-service public relations to more than 150 organizations, from pre-IPO startups to members of the Fortune 1000 – in technology, consumer products, life sciences, professional services, e-commerce, advertising and human resources. EdgeWise team members have worked effectively in multi-agency environments, and fully understand the corporate communications milieu.
- **The way we do business.**
As with Edge Communications, Inc., EdgeWise adheres to not-to-exceed budgets, pegged to a mutually agreed-upon roadmap addressing specific deliverables and timing. We are committed to building enduring relationships with all of our clients – an outcome that can be achieved only through the consistent delivery of content that has value.

EdgeWise delivers:

- Blog posts
- Website copy
- Speeches
- Presentations
- Speaker abstracts
- Positioning manifestos
- White papers
- eBooks
- Training scripts
- Business and technical articles
- Fact sheets and FAQs

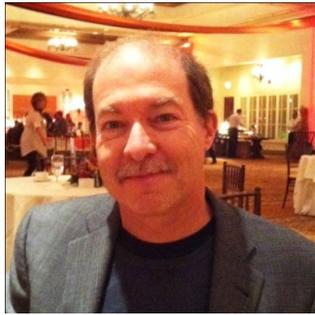
About EdgeWise

EdgeWise isn't a content farm. We are, instead, committed to custom and original copy development, addressing a full range of strategic and tactical needs. We're *the* place to go for outsourced corporate communications. We have a reputation for responsiveness and accountability, and for getting it right first time out. We take work off our clients' plates, extend their PR or communications teams, and build enduring relationships based on the quality and timeliness of everything we produce.

When there's writing to be done, EdgeWise gets a word in for our clients.

To learn more, contact info@edgewise.us.com

The EdgeWise Team



KEN GREENBERG
Principal

Ken Greenberg is founder of Los Angeles-based EdgeWise (www.edgewise.us.com) and Edge Communications, Inc. (www.edgecommunicationsinc.com), ranked by O'Dwyers as among the top 50 technology public relations firms in the nation. Since its inception in 1996, Edge has used strategic communications and a journalistic sensibility to help propel the growth of 100+ companies -- ranging from giants like Kaiser Permanente, Pacific Telesis and the *Los Angeles Times* to start-ups like NetZero, Ebates.com, CarsDirect.com, uSamp, Cie Games and Green Plug.

Greenberg, who remains a journalist at heart, began his 30+-year career with general assignment positions for suburban dailies, weeklies and magazines in Louisiana and Connecticut, and contributed regularly to the *San Francisco Chronicle*. He served as a book editor for small publishing firm, news editor of a rural California daily, and senior editor for *PC World Magazine* in San Francisco, when the personal computer was young. Greenberg holds a summa cum laude bachelor's degree in political science from Claremont McKenna College and a master's degree in journalism from Columbia University.



ROGER CRUZEN
Senior Writer

Roger Cruzen is a hands-on, results-oriented professional with extensive experience helping companies of all types and sizes communicate with key constituencies during critical times. Cruzen is respected by clients and peers alike for his ability to

link communications strategies with business objectives and implement multi-faceted domestic and global tactics. During 25 years as a corporate executive and consultant, Cruzen has built significant expertise in strategic planning, reputation and crisis management, media relations and spokesperson training, internal and external audience communication, product introductions, corporate change initiatives, and non-financial communications accompanying mergers, acquisitions and divestitures.

Cruzen began his career in 1982 with Wells Fargo Bank, where he wrote and edited internal communications and provided media relations support. In 1987, he joined the California Association of REALTORS as director of media relations and communications, moving to Great Western Bank as vice president of product public relations in 1992.

In 1994, Cruzen joined the Los Angeles office of Fleishman-Hillard International Communications, where he managed the firm's national relationship with Century 21 Real Estate Corporation. In 1996, he moved to Minneapolis-St. Paul to lead an international team of communicators responsible for internal and external communications related to the spinoff of Imation Corp. from 3M. That same year, he was promoted to senior vice president and partner and the Fleishman-Hillard/Imation team was awarded a Silver Anvil Award of Merit for International Communications by the Public Relations Society of America.

Following a year-long stint as interim vice president of communications and member of the senior leadership team at Medica Health Plans (a Fleishman-Hillard client), Cruzen joined UnitedHealthcare as vice president of public relations, providing strategic direction and full-service media relations and other support to the company's 35 health plans and health plan CEOs. During three years at UnitedHealthcare, Cruzen revamped the company's public relations function, developed a crisis management plan aimed at reducing negative media coverage related to litigation and implemented a national seminar series that positioned the company as a thought leader with health care industry and public policy leaders.

Since leaving UnitedHealthcare in 2003, Cruzen has provided communications and public relations services to a growing roster of clients, including: GETAC, Innergie, People Media, Cargill (Technology Group), Community Banks of Chaska and Chanhassen, First American Corporation, GoingGlobal.com, HomeGain.com, Inman.com, Life Time Fitness, National Kidney Foundation, OnBoard LLC, Real Estate Business Technologies LLC, Realty World Northern California, Real Estate Education Group, TurnHere.com, UnitedHealthcare, VREO Software/REDTablet and Washington Mutual Bank.



JAMIE DOUGLAS

Senior Writer

Jamie Douglas has 20 years of experience in communications and marketing, and an extensive background in strategic brand development. Her concentration includes general consumer, e-commerce, technology, financial, entertainment/lifestyle marketing, and corporate brand management experience. She also has spearheaded branding initiatives for critical players in the Corporate Social Responsibility (CSR) space and has helped to deploy groundbreaking new strategies for social marketing practices, guiding other PR practitioners within the communications sector.

Prior to joining EdgeWise, Douglas opened her own public relations and marketing practice to service entrepreneurial clients in the consumer brand, financial, corporate and non-profit arenas. Clients included EB Games, First City Credit Union, WesCorp, Optevi Search, BeJane.com, Harmoney Financial, Medium, Inc., Yoga with Your Baby, LunchBots, TeleFlip, Inc., HulloMail™ and Speech and Language Development Center.

Douglas was also a senior vice president and senior partner with the Los Angeles office of the international public relations firm Fleishman-Hillard for nearly 15 years. In that capacity, she was responsible for consecutively running the agency's Technology, Brand Communications, and Corporate Divisions and was involved in all facets of client account management, new business development, and personnel development for those areas of the agency.

A savvy and creative brand marketer, Douglas has developed a series of successful media relations and marketing campaigns that have taken her clients to the forefront of their respective industries. During her tenure with Fleishman-Hillard, she instigated and directed memorable media and special event initiatives that grabbed local, national, and international headlines, including the North American launch of the Sony PlayStation in 1995. As director of the agency's Los Angeles Technology Practice, Douglas garnered extensive electronics, information technology, and Web-based marketing experience. She has coordinated the launch of numerous new products, technologies and services and has used her expertise in strategic counsel, trade and business media relations, and industry networking to help her clients directly command greater market share and define a leadership position within key vertical industry segments.

She also has extensive experience in managing mainstream consumer accounts in the packaged goods, consumer electronics, and food and beverage arenas, including

Nestlé Chocolate & Confections, Dep, Levi Strauss, Excite, Coca-Cola Company, Century 21 Real Estate, American Honda, and Pioneer Electronics USA. Douglas was a Founding Board Member of venture capitalist firm Draper Fisher Jurvetson's Zone Ventures' Zone Club, a member of the Public Relations Society of America, a member of the Advertising Club of Los Angeles, a former Vice Chairperson for the Los Angeles Junior Chamber of Commerce, a member of the Executive Guild's "Who's Who," and a member of Mensa.



ELLEN GEORGIU
Senior Writer

Ellen Georgiou grew up in London, studied journalism in the United States, worked as an editor at HarperCollins San Francisco, a journalist for the BBC, a public relations consultant for The British Council, a freelance journalist, and managing editor of a newspaper in Cyprus. Her strong journalistic experience gives her insight into the world of media relations, crafting a good story and strategic placement, and her global background a unique perspective and understanding.

Prior to joining EdgeWise, Georgiou worked as a consultant for a PR firm in Pasadena, developing strategic communications plans for clients with an eye firmly on the bigger story to broaden outreach. There, she was responsible for all new business and client relations, including media strategy, research and writing communications materials.

In 2000 she took time out with her family and settled in Cyprus to write, travel and enjoy the Mediterranean. She travelled through Italy, France, Portugal, and Greece and wrote articles for newspapers and magazines on technology, travel, wine, and food, looking for the "story behind the story."

"It's never just about the wine," she says. "The real story is the winemaker. At HarperCollins it was never just about the book... It was also how we could develop strategic partners to make certain books bigger, better, louder." She worked with Nike, Bank of America, United Airlines, Visa, and British Airways to maximize their participation in different book projects.



HOYT HILSMAN

Senior Writer

Hoyt Hilsman is an award-winning writer, journalist and former candidate for Congress in California. He has extensive experience in communications, media outreach and strategic planning as a consultant for corporations, governmental organizations and non-profits, including Unocal, The Kennedy Space Center, Paul Allen's Vulcan Ventures, Nomura Securities, Mead Data Central, Idealab!, International Data Corporation and the Paul, Hastings law firm.

Hilsman has been contributor to national publications, including *The New York Times*, *The Los Angeles Times*, *The Baltimore Sun*, *Hemispheres*, *The National Law Journal* and *Variety*, and is a regular columnist for *The Huffington Post*. He has been active in politics and public policy at the Hope Street Group, a national think tank on economic opportunity where he was Director of Media Outreach, at the Pacific Council on International Policy, as a delegate to the Democratic National Convention and as a candidate for the Congressional seat held by Rep. David Dreier, Chair of the powerful House Rules Committee.

An award-winning writer, Hilsman has written screenplays for the major studios and television networks, including Disney, Sony, New Line, ABC and NBC, and is the author of the political thriller *19 Angels*, which is currently in development as a feature film. He has taught at UCLA and Pepperdine, and has worked with the writers of *Twilight*, *Dexter*, *Everybody Loves Raymond*, and other television shows and feature films. He is the founder of the Institute for Intentional Conversation at Marymount College, which promotes civil discourse in our nation.

Hilsman grew up in Washington, D.C., where his father was an advisor to President Kennedy. He is active as a community volunteer and has taught writing in the public schools in East Los Angeles through PEN West. He serves on the board of several non-profit organizations has been a volunteer at Union Station homeless shelter, at the Writers Guild and with other community organizations. He is a graduate of Columbia College and Columbia Law School. Hilsman resides in Pasadena, Calif.



KIM PEREZ
Senior Writer

Since selling her first book at the age of 10 to an obliging neighbor for 25 cents, Kim Dixon Perez has turned her love of language into a full-time freelance writing career. For 20 years she's helped organizations and individuals tell their stories through public relations and other communications materials – at a global PR agency and as a freelance public relations consultant.

Perez writes and edits opinion pieces, industry trend articles, press releases, press kit materials, white papers, newsletters and blogs. Recently she finished a story about delivering healthcare to remote villages in Malawi for ONE.org, a white paper on rainwater harvesting for a client, an article for *Nature Biotechnology* academic journal advocating for the intellectual property rights of university researchers, and multiple articles for several marketing and technology companies.

Perez crafts messages for audiences as diverse as consumers, employees, general news media and technical trade reporters – for clients in industries spanning high tech, consumer products, biotech, eCommerce, healthcare, financial services, travel and more. She can assimilate information in a variety of subjects, and write materials that are appropriate to any audience – using sophisticated language for industry groups or translating to layman's terms for consumer audiences.

Before devoting herself solely to writing, Perez conducted media relations campaigns and wrote communications materials as a senior account executive for Fleishman-Hillard Public Relations in Los Angeles, and as public information representative for the San Gabriel Basin Water Quality Authority. She earned her bachelor's degree in communications, with an emphasis in public relations, from California State University, Fullerton.

Perez is certified to teach English as a foreign language (TEFL), and taught English grammar and conversation to business executives and students in Guadalajara, Mexico and Quito, Ecuador. She lives in Pasadena, Calif.



JEAN DEITZ SEXTON
Senior Writer

Jean Deitz Sexton provides clients with a unique combination of journalism, marketing and Internet commerce experience. She has more than 20 years' experience in online news services, marketing communications, strategic marketing, public information campaigns, media relations and analyst relations. Her professional experience includes both corporate management positions and outsourced agency and writing services.

As a marketing and media relations professional, Sexton has worked with a wide range of clients, providing technology launch services, repositioning, CEO communications and public information outreach. Clients include Hewlett-Packard, Cisco, blinkx, AFC, HighRoads [healthcare benefits SaaS], ClearSaleing [advertising analytics], Mahi Networks, Tallwave [venture accelerator], the California Department of Water Resources and the County of Santa Clara.

She has also served as Director of Research Operations for the technology analyst firm RHK [acquired by Ovum] and was responsible for the quality editorial control of 50 analysts. She has also served as marketing communications manager for a company acquired by Nokia and a firm that supplies semiconductor manufacturing equipment.

Sexton has extensive experience as a journalist and author. She has worked for Associated Press and Bay City News Service and written for the *Los Angeles Times*, *San Jose Mercury News*, *Atlantic City Press*, *Dow Jones News Retrieval*, *Wine Spectator*, *MarketWatch* magazine and the *Santa Rosa Press Democrat*. She has won writing awards for her profiles on Niebaum-Coppola winery, investment banker Bill Hambrecht's winery investments, winemaker Milla Handley and winemaker Gary Farrell. Deitz Sexton is the author of "Silicon Valley: Inventing the Future" (1992) and "San Jose Cleveland Ballet: A Legacy for the Future" (1993).

Sexton serves as President of the Board of Directors of the Neighborhood Center for the Arts, a Nevada County program for developmentally disabled clients. Previously she served as a member of the Board of Directors of Crippled Children's Society in Silicon Valley and a member of the Silicon Valley Charity Ball Event Committee. She has served on Allocations Review committees and as a team leader for United Way in Silicon Valley and Nevada County. Sexton is a graduate of the Nevada County Community Leadership Institute and Leadership Sunnyvale.

Sexton holds a B.A. from New York University, with a major in broadcast journalism. She has studied economics and marketing in the M.B.A. program at the University of Santa Clara and has also done graduate work at New York University's Graduate School of Arts and Sciences.