

ENGAGEMENTS

Corn chips to computer chips. Pharmaceuticals/biotech to fixed income trading. Our experience is broad and deep.

Here are some representative clients and communications search and consulting engagements we have conducted for them. Please [contact us](#) for comprehensive case studies and an engagement-specific client list.

CLIENTS

- Apple Inc.
- Bank of America
- Battelle Memorial Institute
- Bliss Integrated
- Blue Cross/Blue Shield
- Bristol-Myers Squibb
- Burson-Marsteller
- Byoir
- Clairol
- Control Data
- Converse
- Credit Suisse
- Dominion Resources
- Edison Electric Institute
- Fortune Magazine
- Frito-Lay
- GCI
- GE
- GE Capital
- Genworth
- Glaxo
- Goodyear
- Hill and Knowlton
- IBM
- Johnson & Johnson
- J.P. Morgan
- Ketchum
- KPMG
- Lenovo Group
- Lucent Technologies
- MarketAxess Holdings
- MasterCard International
- McGraw-Hill
- Merck & Co.
- MetLife
- New York Stock Exchange
- Ortho-McNeill
- Ortho Biotech
- Padilla CRT
- Perkin Elmer
- Philip Morris
- PNC Financial
- Prudential Home Mortgage
- PriceWaterhouseCoopers
- Rabin Martin
- Sandoz
- Towers Perrin
- Washington Hospital Center/Medstar Health
- Weber Shandwick

SEARCH ENGAGEMENTS

CONSUMER PRODUCTS

- Vice President Global Marketing Communications
- Marketing Director
- Manager Public Relations
- Chairman's Speechwriter
- Director Public Affairs

FINANCIAL SERVICES

- Head – Marketing and Communications
- Speechwriter, Policy Analyst, and Assistant to the Chairman
- Vice President Advertising and Public Relations
- Vice President Communications Chairman's Office
- Vice President Financial Communications
- Vice President Investment Banking Communications
- Vice President Marketing Communications
- Vice President Media Relations
- Vice President Public Relations

PHARMACEUTICAL/HEALTHCARE

- Vice President Global Communications - CNS & Psychiatry
- Vice President Global R&D Communications
- Vice President Public Affairs
- Vice President Media and Issues Management
- Executive Director Corporate Communications
- Director Product Public Relations
- Director Corporate Communications
- Director Corporate Communications - Women's Health
- Director Corporate Communications - Biotechnology
- Director International Public Affairs - Brussels
- Manager International Public Affairs

PROFESSIONAL SERVICES

- Chairman's Speechwriter
- Director Marketing Communications
- Director Media Relations
- Vice President Marketing & Communications

PUBLIC RELATIONS FIRMS

- President and Managing Director/Washington, DC
- Healthcare Practice Director - London
- Senior Partner
- Senior Vice President
- Assorted Account Management Positions
- Vice President Media Relations

TECHNOLOGY

- Director Corporate Communications
- Director Investor Relations Programs
- Director Integrated Communications
- Director Executive Communications Programs
- Director Public Relations
- Manager Public Relations

UTILITIES/ENERGY

- Vice President Advertising
- Vice President Communications
- Director Communications
- Chairman's Speechwriter

CONSULTING ENGAGEMENTS

Peer Group "Best Practices" Staffing and Organizational

Assessment - This landmark project for a corporate client was based on 30-minute telephone interviews we personally conducted with "Chief Communications Officers" at a selection of Fortune 50 companies. Topics included CCO's title, internal and external communications challenges, reporting relationships, staff size and functional coverage, communications planning/business strategy linkages, key internal and external communications challenges, business unit communications support, training programs, and CCO background. The study was client-proprietary and participants received an Executive Summary of the results. We have conducted industry-specific studies of this nature as well.

Talent Pipeline Development and "Bench Strength" Building - We have worked with corporate and agency clients to identify and develop talent "pipelines" of uniquely qualified candidates to access for future hiring needs. Corporations find this useful when they are anticipating future staffing in a new, or expanded, functional area or when they want to shorten the hiring cycle. Public relations agencies have used this service to identify outside talent and build bench strength in targeted business franchises or product categories.

Peer Group Staffing and Compensation Studies - These are useful when a client wishes to evaluate the relative salary costs of recruiting from different geographic regions or across industries; determining the cost of building a new functional capability; or benchmarking staff compensation against that of industry peers.