

*Seasoned professional with 15 years experience in public relations and marketing.*

*Service Offerings:*

**Public Relations Specialist/Operational Services**

My extensive PR and public affairs background enables me to fill many roles on behalf of management, including project management/coordination, and advocacy relations. I also offer media relations skills which allow me to pitch a story on a client's behalf and deliver results at local, national and international levels.

**Writer**

I put my writing skills to work for my clients, by brainstorming subject matter, researching and outlining the document, as well as final drafting. Using contacts developed over the years, I help clients place these articles and arrange for reprints to be mailed to their clients and prospects as part of efforts to highlight firm experience and knowledge and develop business.

**Business and Corporate Development/  
Strategic Counsel**

In the area of business development, I have a proven ability to arrange large numbers of capabilities presentations with potential clients and then assist with new business conversion. I achieve this through extensive and tenacious cold and warm calling, networking, counsel on presentation content and format, and direct mail approaches. My experience with marketing services and fundraising is instrumental in advising CEOs and other executive level management on these marketing and new business development strategies.

**Executive Search**

I've successfully recruited top managers and account executives at rates dramatically lower than those charged by recruitment firms. My deep and wide network, and close familiarity with job requirements based on personal experience, is a large factor in this success.

*Clients have included:*

**Pharmaceutical Companies:**

- Daiichi Pharmaceuticals
- Hoffmann-La Roche, Inc.
- Merck & Co.
- Novartis
- Procter & Gamble
- Pfizer, Inc.
- Watson Pharmaceuticals, Inc.

**Agencies:**

- Accel Communications, Inc.
- Cox Communications Partners
- Edelman PR Worldwide
- Fleishman-Hillard
- GCI Group, Inc.
- Grey Healthcare Group
- HealthSTAR Public Relations, LLC
- Marina Maher Communications
- McKesson
- Shandwick International
- Torre-Lazur PR

**Media Services:**

- CommCore Communications Strategies
- Executive Communications Group, Inc.
- TVN Communications Group, Inc.
- HealthExpo
- Haymarket Publishing, Inc.

**Non-Profits:**

- American Society on Aging
- The Association of Tennis Professionals
- The Epilepsy Institute
- Health Policy International
- Girl Scouts of America
- St. Malachy's – The Actor's Chapel
- New York University

**Internet Sites:**

- Medsite, Inc.
- Streamedia, Inc.