



company	role	results
<p>Intelens (formerly mrt Micro): Norwegian technology company entering U.S. market</p>	<p>Handled U.S. launch covering every aspect of marketing and branding including: competitive analysis; strategic positioning, exploring other uses for technology, brand and marketing messaging, naming and corporate identity, media strategy and development of all marketing materials,</p>	<p>Sold to Publishing Perfection, an English company</p>
<p>DBT Online: Aggregator of public records for multiple market segments</p>	<p>Marketing, strategic planning, tactical development, and brand architecture and guidelines by product and market. Also retained consultant to DOM attending meetings and keeping him informed about relevant industry developments. Mid-size private company.</p>	<p>Merger with ChoicePoint, a public company</p>
<p>Care Strategies: Predictive modeling technology for diagnostic healthcare</p>	<p>Hired by United HeathGroup to define business advantages, and sales and marketing strategy for this start-up being incubated by them. After competitive research and sessions with core management, developed name, corporate identity, strategy recommendations and materials.</p>	<p>Integrated with OPTUM, a UHG company</p>
<p>NetMinder: Provider of data to the healthcare industry using proprietary technology</p>	<p>Working with CEO, developed marketing strategy including social media integration. Tactical development included site, marketing materials, and groundwork for social media blog, Twitter and LinkedIn.</p>	<p>Fast growth from one to 11 employees and second product now in beta</p>