



**TECHNOLOGY STARTUP BACKGROUND**

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company	role	results
<p>Intelens (formerly mrt Micro):</p> <p>Norwegian technology company entering U.S. market</p>	<p>Handled U.S. launch covering every aspect of marketing and branding including:</p> <ul style="list-style-type: none"> <li>• competitive analysis</li> <li>• explore other uses for technology</li> <li>• brand and marketing messaging</li> <li>• naming and corporate identity</li> <li>• media strategy</li> <li>• tactical development</li> </ul>	<p>Sold to Publishing Perfection, an English company</p>
<p>DBT Online:</p> <p>Aggregator of public records for multiple market segments including law enforcement</p>	<p>Retained consultant for new product. Duties included:</p> <ul style="list-style-type: none"> <li>• strategic planning</li> <li>• story by market</li> <li>• brand architecture and guidelines</li> <li>• tactical development</li> </ul>	<p>Merger with ChoicePoint, a public company</p>
<p>Care Strategies:</p> <p>Predictive modeling technology company for diagnostic healthcare being incubated at United HealthGroup</p>	<p>Hired by United HeathGroup to:</p> <ul style="list-style-type: none"> <li>• define business advantages,</li> <li>• develop sales and marketing strategy</li> <li>• prepare competitive research</li> <li>• articulate business definition and story</li> <li>• develop name and corporate identity</li> <li>• make strategy recommendations</li> </ul>	<p>Integrated with OPTUM, a UHG company</p>
<p>NetMinder:</p> <p>Provider of data to the healthcare industry using proprietary technology</p>	<p>Working with CEO/founder of this startup:</p> <ul style="list-style-type: none"> <li>• developed marketing strategy including social media integration</li> <li>• development of site, marketing materials, and groundwork for</li> </ul>	<p>Fast growth from one to 11 employees and second product in beta</p>

	social media blog, Twitter and LinkedIn.	
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