

Senior-Level Science and Technology PR *Made Easy*



Do you ever feel like once you've signed a contract with a PR agency, your day-to-day contact is fresh out of college, learning the job while they're on the clock with you?

We hate it when that happens. Fortunately, it doesn't have to be that way.

Introducing our
senior-level
communications team

We are a group of four senior-level independent science and technology public relations consultants who have worked cohesively together for over seven years.



What are your needs?

Whether you need one person or a team of four, we've all placed clients in the top trades, newstand magazines, major newspapers, TV and podcasts. You'll always work with a seasoned science and technology PR professional.

We can help with a wide range of business communications needs, individually or as a team:

- Exiting Stealth
- Funding announcements
- Award nominations
- Expert commentary placement
- Speaking engagements



Alex Zavistovich

Alex Zavistovich has worked as an independent media consultant for over two decades, developing and executing communications strategies for companies in life sciences, government contracting, and high technology.

An award-winning journalist and PR professional whose placements include the Wall Street Journal, Nature, The Guardian and the Financial Times, Alex is particularly skilled at translating complicated technologies into media-friendly language.

His client list has included both publicly traded and privately held companies, such as Tome Biosciences, Arcadis, immixGroup, SafeNet Assured Technologies, and Hughes Network Systems.

Alex is a former Vice President of Public Relations for the DC-based PR and advertising agency Strategic Communications Group, and a publisher and editor for numerous trade publications. He began his career as an Intelligence Operations Specialist for Naval Intelligence Command.

Alison Guzzio

A marketing and public relations veteran, Alison Guzzio has directed projects for a range of high-tech, pharmaceutical, security, e-commerce, manufacturing, chemical, global trade, and broadband companies. Strengths include positioning companies to maximize visibility among key stakeholders such as media, investors, channel partners, and customers.



Alison has a strong understanding of business objectives and she effectively translates this into results for her clients. In addition to her experience managing the demands on emerging companies, Alison is skilled in taking products from conception to roll-out, developing creative marketing plans, generating media coverage along the entire product lifecycle and leading brand awareness campaigns during critical growth stages.



Emily Steinhauer

An organizational whiz at heart, Emily Steinhauer is always focused and strategic when handling communications for her life science clients. She is a passionate and creative communications leader with proven success in helping companies – from large brands to start-ups – significantly grow awareness in an ever-evolving communications landscape. Her client portfolio includes all facets of life sciences, from Pharma and Biotech to Global Greentech.

With a background in the pharmaceutical field and a B.S. in Biology from St. Joseph's University, she values research and insights to create proactive strategies for media relations, brand positioning, executive visibility, and community engagement. Emily's goal is simple, to ultimately drive rich storytelling opportunities, positive brand awareness, and quantitative results for clients.

Sarah Shkargi

Sarah is a seasoned communications specialist with a proven track record in B2B technology startups, encompassing diverse sectors such as Biotechnology, Agricultural Technology, Telecommunications, Enterprise Storage, Hybrid Cloud, Security, and corporate technologies in advertising, marketing, and HR.



.Her PR career began with impactful work for governments, taking her globally from the US to Africa and Israel, where she collaborated with Presidential communications offices and provided extensive media training for executives and high-ranking government and military officials. As a founding member of Headline Media in Tel Aviv and Waters Communications in Boston, she played pivotal roles in major PR firms. Sarah holds an MA in Political Science and Communications from Tel Aviv University and a BA in International Studies from the University of Oklahoma. Known for her expertise in positioning companies for maximum visibility, she excels in developing media strategies, messaging, analyst relations, strategic communications, and communication education for young companies. Sarah's strengths lie in translating business objectives into tangible results, and her proficiency spans the entire product lifecycle, from conception to roll-out, leading successful brand awareness campaigns in critical growth stages.

Our *results* speak for themselves

Boston Globe



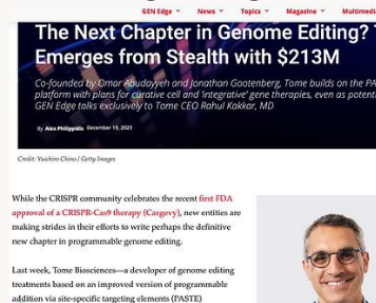
Nature



Wall Street Journal



Genetic Engineering & Biotech News



Big-Agency
Experience –
Without the
Big-Agency
Runaround



We are accepting new
clients

Take the next step in your business
success. Let's Talk!

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