



BUSINESS DESCRIPTION

TAO Communications specializes in executive ghostwriting for Fortune 500 corporations and leading not-for-profit organizations.

Executive

Big picture, issues-oriented, forward-looking communications that...

Ghost

... all but write themselves...

Writing

... distill and express key strategic messages powerfully and effectively

Examples of my work include:

- White papers on diverse business trends for a leading management consulting firm
- Keynote speeches on global entertainment for the head of a major media conglomerate
- Reflections on women in technology by the man who pioneered personal computing
- Series of position papers on regulatory issues confronting broadcast television
- Congressional testimony on health care reform for a leading insurance company
- Editorial on the impact of digital technology on copyrights for a major publishing house
- Business school commencement address by leading M&A figure
- Web site strategy and copy for one of the world's largest securities firms
- Speech on women in media and politics for editor-in-chief of famous political magazine
- Road show video for a large packaging and specialty chemicals concern
- Remarks for the national executive directors of several high-profile non-profits
- Financial communications plan for major cosmetics company considering IPO
- Research report for global telecommunications service provider on broadband networking
- Board presentation outlining comprehensive restructuring of investment banking division
- Speeches, position papers, advertising copy and articles on emerging cable technology
- Successful book proposal for leading media and entertainment consultant
- Public relations strategy for the introduction of a new line by a major fashion designer
- Chapter 11 communications plans for composites manufacturer and major airline
- Address to a state legislature in the deep South condemning the educational system
- Crisis management consulting for high-performance sporting goods manufacturer
- Design and implementation of an award-winning Web site for an educational foundation
- Investor/media kits for the merger of two global aerospace suppliers
- Annual report copy for music industry category manager
- Keynotes charting the rise and fall of the dot.com economy
- Research report on the oil and gas industry's investor relations programs
- Brochures on wealth management, international operations, soft dollar commissions, brand communications and IT career opportunities for major securities firm
- Update on global anti-trust regulation for leading corporate law firm

References and customized portfolio available upon request.