

Public Relations

Profile: Experienced PR and marketing practitioners with deep domain knowledge who can dig in, work without handholding and deliver the results you expect

Approach: Principals and senior managers work on your business

Best fit: With clients that want experienced people involved in their business, often in direct contact with senior management

Expertise: Smart cards; online security (Payer authentication: MasterCard SecureCode, Verified by Visa; two-factor authentication, identity management, PKI); single sign-on; biometrics ; physical access control; proximity/RFID and contactless cards and tags; transaction processing systems; POS payment terminals; Web-based services; smart labels and auto ID systems

Clients: PassMark Security (anti-phishing/online authentication solution); Axalto (smart cards); Smart Card Alliance; Reed Exhibitions (ISC East conference); Sourcemia (CardTech/SecurTech conference); HID Global (access control systems); Bioscrypt (fingerprint biometrics); L-1 Investment Partners; SCM Microsystems (digital TV security); Motorola

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READING IS BELIEVING.

Typical PR Projects

PassMark Security, launched company with The Wall Street Journal placement at RSA Security Conference 2004 and managed what media called “prolific PR machine” until acquired by RSA Security April 2006 for \$44 million; founded by Bill Harris, former CEO of Intuit and PayPal and a board director of Earthlink

Launched L-1 Investment Partners, a private equity firm focused on biometrics and identity management, with placements in The Wall Street Journal, Barrons, Investor Business Daily and The New York Times that helped them raise more than \$250 million to acquire and roll-up Viisage-Identix; wrote Web site copy

ePassport: Stimulated positive USA Today feature article for client Axalto with infographic we created (used with credit) depicting how photo biometric secures borders and security measures protect privacy

ePassport: Managed smart card industry PR response to privacy lobby challenges to Department of State’s implementation and supported basic authentication capability decision with placements

Biometrics: Wrote case study, placed client speaker at ISC West 2006 on Texas Medicare fingerprint biometric/ smart card implementation; wrote, published bylined articles comparing fingerprint template and minutia algorithms for client Bioscrypt

Events: Generated consumer print and broadcast coverage for CardTech/SecurTech 2006; Smart Card Alliance’s annual government conference and Axalto identity management and security conference, both in D.C.

Organized industry analyst tours with Gartner, IDC, Yankee group, Tower Group, Celent and others; developed presentations

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