

Outsourced Marketing Services: Marketing Communications Consulting



Creative Director Kirby Veach was the project lead on the graphic identity program and web site design for The California Regional Health Information Organization (CalRHIO). See the web site live at www.calrhio.org/

EXCEL'S MARKETING TEAM has over 35 years of experience in strategic marketing communications practices. We can support your organization's marketing programs including product launches, trade shows, branding strategies, collateral development, web site design, media events, print advertising, direct marketing, event promotions, social media strategies and much more.

To learn more about our experience, capabilities and clients, please visit us on the web at:
www.excelmeetings.com

MARKETING COMMUNICATION SERVICES

- Graphic identity/logo development
- Branding strategies, brand name creation
- Web site design and programming
- Product positioning
- Copy writing
- Collateral development
- Direct marketing - online and print
- Advertising creative - print and online
- Press release writing and distribution
- Social media strategy

MANAGEMENT TEAM PROFILE

Kirby Veach, Creative Director

Kirby has worked extensively in corporate and marketing communications since 1980. He got his start in design and corporate identity development in the legendary studio of **Bass, Yeager & Associates**, where he worked directly for academy award winning film director and designer, Saul Bass. As a result, Kirby has deep experience as a visual and editorial marketer. He has expertise in print, broadcast, and online environments.

As Creative Director, Kirby is responsible for strategy development, editorial and visual creative, and management of design. His recent projects include:

- **Argo Insurance Group** - event identity development, direct mail campaign, trade show booth design
- **California State University, Hayward** - graphic identity development and web site design
- **Enclara Health** - corporate identity, collateral web site design and trade show booth www.enclarahealth.com/
- **California State Government, Office of Governor Arnold Schwarzenegger** - conference logo design, brochure, signage and PowerPoint presentation

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MANAGEMENT TEAM PROFILE

Jon Wollenhaupt, Vice President

Jon has over 20 years of experience in marketing communications, public relations and brand strategy development. He has held management positions in marketing with enterprise software companies and has worked for marketing and public relations agencies.

As Director of Marketing Communications for an enterprise software company, he was responsible for all marketing and public relations programs for a family of health care software solutions including a clinical portal and a laboratory services outreach solution. This family of software solutions was designed to improve the productivity of clinicians by integrating and enhancing the hospital information systems used by health care organizations. Jon was also responsible for managing the firm's participation and exhibition at health care related user group conferences and trade shows including the *Medical Users Software Exchange* (MUSE) and *The Healthcare Information and Management Systems Society* (HIMSS).

RECENT PROJECTS:

Jon has been working with **Argo Insurance Group** to help launch a new, industry-leading insurance product that enhances policy coverage for architects and engineers involved in sustainable or "green" building projects.

Jon has been the project lead for the following:

- Product positioning
- Graphic design for collateral development, print ad creative, trade show booths and event themes
- Press release writing and distribution
- Copy writing for collateral, promotions, print ads and web site
- Email marketing campaign and other promotions
- Article development for industry publications and web sites

Contact

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Working closely with staff from the Governor's Office, EXCEL'S MARKETING TEAM developed a communication strategy for the Governor's Conference on Small Business and Entrepreneurship. The communication strategy was then used as a baseline for creative development of the conference identity.



THE EXCEL MARKETING TEAM developed the conference tag line, brochure and direct marketing program that was used to reach a target audience of the state's small business leadership, entrepreneurs, educators and state representatives.



THE EXCEL MARKETING TEAM also developed a social media strategy using FaceBook, Twitter and Digg to promote the conference and build a network of small business advocates. See Gov. Schwarzenegger's conference address on YouTube: www.youtube.com/watch?v=X567v4tjrXU