



### **Our Mission: Giving Innovators a Voice**

Expedition PR is a full-service communications agency connecting emerging technology companies with key influencers. Founded on the belief that driving innovation shapes a sustainable future, the agency's mission is to increase market visibility and demand for organizations that bring innovative solutions to market and pave the way for future generations.

The agency tailors high-impact consulting and communications programs to support a company's specific growth phase and business goal. Our team understands the international market dynamics and has industries expertise to position tomorrow's leaders in a global, yet local world.

Expedition PR was certified by the City of New York as a Women-Owned business in 2011.

#### **Mission**

- **Increase market visibility and demand for innovative technology market players**
- **Business-driven, contemporary story telling**
- **Scalable programs defined by a company's size, market position and geography**

#### **Expertise**

- **Emerging technologies**
- **Market entry and expansion**
- **Sustainability**

#### **Promise**

- **Hands-on senior-level service**
- **Global thinking, local reach**
- **Tech and vertical media savvy**

**Contact:** [contact@expeditionpr.com](mailto:contact@expeditionpr.com), Ph: +1 (718) 312-8209 <http://www.expeditionpr.com>



## OUR SERVICES

<b>Branding/Positioning</b>
<ul style="list-style-type: none"> <li>- Develop messages and moderate messaging sessions</li> <li>- Conduct media trainings for spokespeople</li> <li>- Create launch plan and timing for introduction of new products, services and brands</li> </ul>
<b>Media Relations</b>
<ul style="list-style-type: none"> <li>- Develop media strategy and plans</li> <li>- Implement media relations campaigns</li> <li>- Develop news announcements and media alerts</li> <li>- Create and place bylines, columns, and contributed articles</li> <li>- Comment on news and industry stories</li> <li>- Organize media roundtables, events, and press conferences</li> <li>- Support trades shows and conferences</li> </ul>
<b>Social Media</b>
<ul style="list-style-type: none"> <li>- Social media strategy and programs: use social media channels for updates and build relationships (Twitter; FB; LinkedIn, Pinterest, Google+, online communities, etc.)</li> </ul>
<b>Analyst &amp; Business Influencer Relations</b>
<ul style="list-style-type: none"> <li>- Develop and maintain industry analyst program             <ul style="list-style-type: none"> <li>- Answer surveys</li> <li>- Provide input for analyst reports</li> <li>- Hosts briefings</li> <li>- Handle analyst queries</li> <li>- Organize analyst tours</li> <li>- Organize influencer summits</li> </ul> </li> <li>- Identify and build relationships with business influencers (academics, consultants, business analysts)</li> <li>- Organize influencer and stakeholder meetings</li> <li>- Identify and submit awards and speaking opportunity submissions</li> </ul>
<b>Content Development</b>
<ul style="list-style-type: none"> <li>- Newsletters</li> <li>- Blog/online community posts</li> <li>- Bylines/opinion pieces</li> <li>- Speeches</li> </ul>
<b>Research &amp; Intelligence</b>
<ul style="list-style-type: none"> <li>- Secure industry news and research</li> <li>- Provide competitive research</li> <li>- Develop studies and help identify research partners for implementation</li> <li>- Evaluate communications program (output vs. outcome)</li> </ul>

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## TEAM

Expedition PR's team of senior consultants has a proven track record in positioning global companies. We select account teams based on our clients' specific communications needs to develop high-impact programs.



**Katja Schroeder**

In the past 16 years, Katja Schroeder developed award-winning communications programs for technology companies in North America, Europe and Asia. She founded Expedition PR to help emerging technology players gain market recognition. Before founding Expedition PR, Ms. Schroeder was a director at Burson-Marsteller, where she implemented product and corporate communications programs for SAP and Politec. Prior to this, Ms. Schroeder was Senior Vice President at Ruder Finn's Technology Group handling programs for CA, BT-Infonet, NEC, Comtech, Riverstone Networks and Wavecom. From 2001-2003, she built the Ruder Finn technology practice in China from scratch to a profitable business unit. Before making New York her home, she worked as a freelancer in PR firms in Europe, including Kohtes & Klewes (now PLEON), Shandwick Paris, and ABC Berlin. Ms. Schroeder holds a M.A. in Communications and Business Administration from the Freie Universitaet Berlin, Germany, and a M.A. in Communications and Information Sciences from CELSA, Sorbonne, Paris, France. She published a study about the media's use of online tools in "Transnational Communications" (European Federation of PR professionals/FU Berlin: 2000) and co-authored the chapter on global corporate communications in the book "Reputation Management" (J. Doorley/H. F. Garcia: 2010).



**Teresa Fereday**

Tress Fereday offers more than 16 years of experience in Public Relations, Advertising, Community Affairs, Internal Communications, and Event Management. She has driven business-to-business and consumer campaigns for multinationals, nonprofits and government agencies for local, national and international audiences. Her expertise includes strategic planning, message development, and counseling senior executives. Also, she is experienced at crafting articles, speeches, and scripts for print, radio, television, and the Web. She led the team that handled a multimillion dollar rebranding of an entertainment property, and she has worked on programs to educate women on health and fitness.

She was named a "Top 30 Under 30" in *PR Week*, and led the team that received the Big Apple Award for "Marketing Communications: Support of New Services" for client results. Also, she is a graduate of the B.R. Area Chamber Leadership program.

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Ms. Fereday worked in Dallas, Texas at marketing services agency Publicis Dialog, global communications agency Fleishman-Hillard, and Hadelier Sullivan Ewing Advertising. She also lived in New York City and worked at international agency Ruder Finn.

Her clients included AT&T, Cellular One, Curves International, Dell Computer, Hollywood Casino, NatWest Bank, Pennzoil, Samsung, Susan G. Komen, and TravelWeb. She holds a bachelor's degree in English with an emphasis in Creative Writing and Journalism from Louisiana State University.



**Shikha Nepal**

Shikha Nepal joined Expedition PR in 2011 to conduct research projects and program activities for clients. She offers more than five years of experience in the field of Finance, Marketing Research & Analysis and Strategic Management. She has worked as a research intern for multi-national companies and banks in Nepal.

Ms. Nepal has also worked as an intern and research assistant within Hospitality and Health Care Industry in the United States. An MBA from Colorado State University-Pueblo, Ms. Nepal is originally from Nepal and came to Colorado to pursue her professional and academic aspirations. Ms. Nepal is fluent in English, Nepali and Hindi.



**Rhea Galsim**

Rhea Galsim joined Expedition PR as an intern in summer 2012 to work on social media programs. She conducts social media analyses and researches industry news. She also updates influencer lists and assists with the implementation of media relations tactics. Her goal is to understand the connection between technology and entrepreneurship within the realms of social media, marketing, and public relations.

A relationship-builder at heart, Ms. Galsim previously lead and assisted in various leadership positions within her college campus, St. Francis College, in Brooklyn Heights, NY where she is a senior studying for her Bachelor's in Business Management and Marketing.

A native New Yorker, Rhea enjoys New York City parks, coffee, art exhibits, and local shops. Her favorite websites are Alltop, Tumblr, TechCrunch, and Social Media Today. Ms. Galsim also speaks Ilonggo.

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