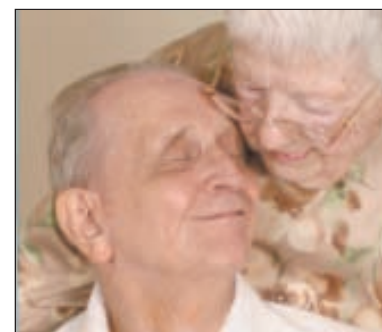
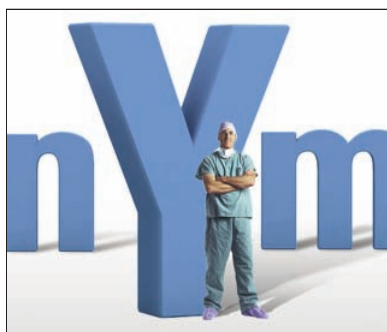


Geordie Grey

Award-winning strategic and creative writer with 15+ years of experience in creating web and print communications.



Project: Global C-Suite Campaign

“This is the best piece we've ever produced.”

Gregory Balestrero, CEO, PMI, referring to the campaign featured on this page.

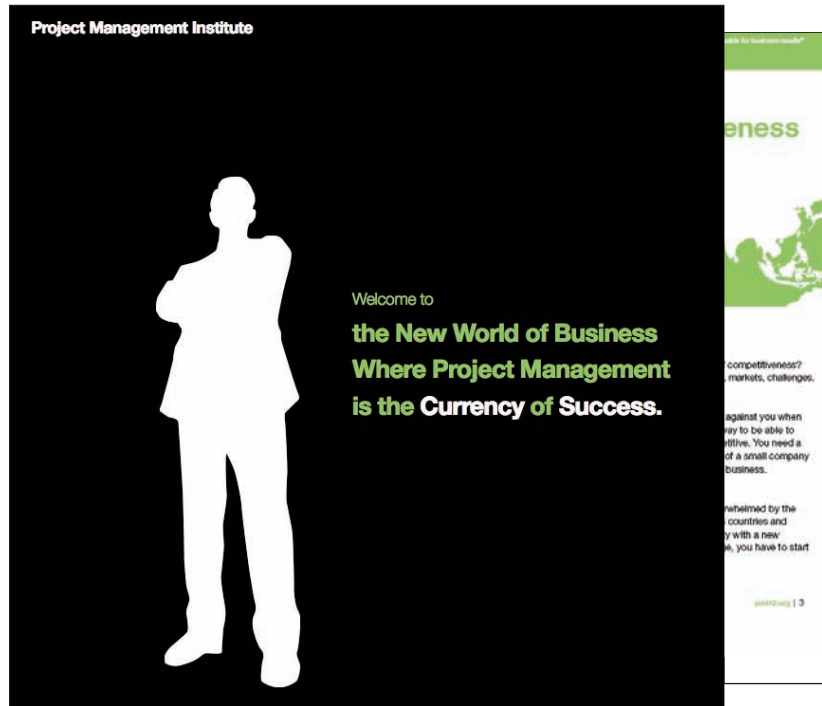
The Project Management Institute (PMI) is the world's leading not-for-profit membership association for the project management profession, with more than half a million members and credential holders in 185 countries.

PMI was planning a \$1M global outreach in order to connect with a new audience: C-Suite executives. This audience is historically considered one of the hardest to reach, due to its short attention-span, high level of skepticism and insistence on seeing documented facts and figures.

Working with PMI's global marketing team, I set the overall communication strategy, created the visual concepts, defined the editorial standards and then researched and authored the value-driven content this demanding audience required.

- This multi-year campaign included:
- \$1M print and web ad campaign
 - Websites
 - Brochures and other print collateral
 - Email campaigns
 - Event communications

- I provided the following services:
- Client and project management
 - Communication strategy
 - Creative and art direction
 - Media strategy and consulting
 - Content research and copywriting
 - Web services including IA, UI, functional specification, analytics



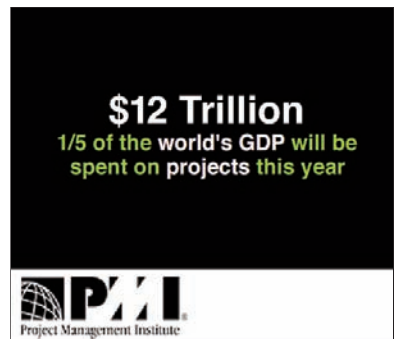
Project: C-Suite Rich Media

Client: Project Management Institute
Project: Rich-media campaign

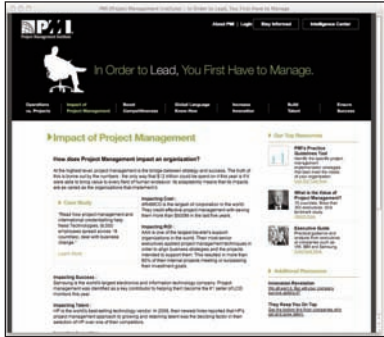
The US \$1M integrated Forbes-focused campaign included multiple rich-media placements on Forbes.com, as well as multilingual print ads in international Forbes publications (see on prior page, in box at bottom left.)

For this project, I provided the following services:

- Client and project management
- Campaign strategy
- Media strategy and consulting
- Creative and art direction
- Concepting and storyboarding
- Content research and copywriting



“People Are Not Your Best Asset”



Client: Project Management Institute
Project: Global campaign website

This website served as the online hub for their international integrated campaign which included web, print and field outreaches. In addition to serving as an information repository resource for their target C-Suite audience, the site served as the center for multiple lead-acquisition campaigns.

For this project, I provided the following services:

- Creative & art direction
- Client and project management
- Information architecture
- Conversion & analytics strategy
- Functional specification for custom lead-generation databases and other advanced site functionality
- Content research & copywriting
- Ongoing site performance monitoring and maintenance

The old saying is wrong. People aren't your best asset - talented people are. But how do you find talent within your organization?

How do you appraise it? And how do you nurture it so that it grows... so that it adds greater and greater value and doesn't walk out the door to join your biggest competitor?

This issue has never been more important than now.

The next 5-10 years will see the largest number of retirements in business history. These are your most experienced people - and when they retire, they will take all of their knowledge and skills with them.

You'll then be working with the next wave, the mid-level GenX/Y's and the upcoming Millennials, each of whom have completely different motivations and work-styles.

That's why you need a management approach that innately understands that projects, no matter the size,

are the perfect proving grounds for this new generation of managers. That projects, if correctly designed, can help turn "manager #25 out of a department of 200" into "leader #1 of 1."

You need an approach that understands what to do with these talented managers, and how to create a formal and highly visible structure where they are recognized and their skills are developed.

Where their relationship to you shifts from being a job... to a long-term career.

Click to learn more about how to identify, assess and grow the talent in your organization.

Project: PMI's 40th Anniversary

The Project Management Institute (PMI) has more than 500,000 members and credential holders in 185 countries.

PMI is the global leader in developing professional standards and supporting project management research and education.

Their standards guide the professional practice of hundreds of thousands of project managers working across a wide range of human endeavor and also serve as the academic framework for thousands of educational programs around the world.

On the occasion of its 40th anniversary, I conceived, pitched and delivered a keepsake booklet which celebrated their history by interweaving it with profiles of milestone project-based achievements over the last forty years.

Each page of the book highlighted a specific accomplishment which could not have been achieved without project management. To illustrate the global impact of project management, I researched and selected famous or unusual examples that would engage the reader. These examples included:

- Putting a man on the moon
- Eradicating Smallpox around the world
- Mapping the human genome
- Creating the world's first cellphone
- Digging the Chunnel
- Developing the first artificial heart

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Editorial strategy
- Content research and copywriting

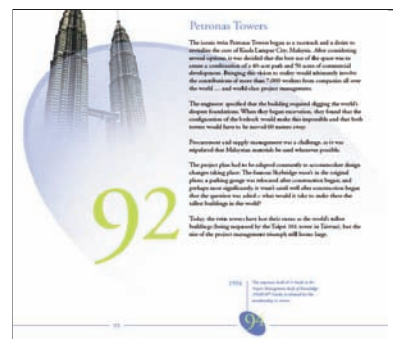
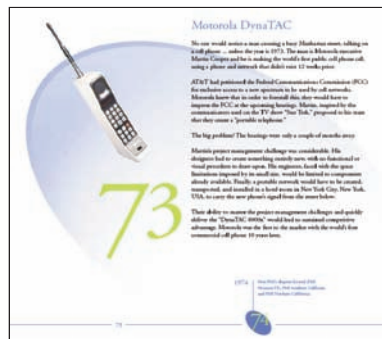


Apollo 11

The world is familiar with Neil Armstrong's immortal line, delivered on 21 July 1969: "That's one small step for man, one giant leap for mankind." But what may be less familiar is how this represented just as great a leap for project management.

Ultimately, almost half a million people came together to work on Apollo and the supporting human and scientific exploration programs. Only a fraction of them worked for the National Aeronautics and Space Administration (NASA). They came from universities, other governmental agencies and a wide range of industries. NASA Administrator James Webb knew that successfully pioneering space would first require pioneering a new kind of management, one that would centralize authority over every aspect of the process, from design and engineering to procurement, training and operations.

He invited universities such as Syracuse, MIT and Northwestern to send research teams to participate and "use NASA as a living laboratory" to see this exciting new process at work. Even before Mr. Armstrong set foot on the moon, the promise of this nascent approach inspired the writers of *Scientific American*, the publication of the American Association for the Advancement of Science to declare: "It may turn out that [the space program's] most valuable spin-off of all will be human rather than technological: better knowledge of how to plan, coordinate, and monitor the multitudinous and varied activities of the organizations required to accomplish great social undertakings."



“Small Steps and Giant Leaps”



Client: Project Management Institute
Project: 40th Anniversary Booklet

To many, the space program may represent America's single greatest technological achievement.

Indeed, the phrase “if we can put a man on the moon, then why can't we <blank>” is still used as a frame of reference when illustrating an instance when some aspect of technology fails or falls short of meeting expectations.

Less well known, however, is how much the Apollo program shaped and advanced a discipline that would one day grow to become the world's dominant management paradigm.

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Editorial strategy
- Content research and copywriting

The world is familiar with Neil Armstrong's immortal line, delivered on 21 July 1969: “That's one small step for man, one giant leap for mankind.”

But what may be less familiar is how his first “small step” represented an even greater leap for project management.

Ultimately, almost half a million people came together to work on Apollo and its supporting human and scientific exploration programs - only a fraction of whom were actually employed by the National Aeronautics and Space Administration (NASA).

They came from all over: universities, other government agencies and from a multitude of independent contractors.

NASA Administrator James Webb knew that bringing all of these elements together to successfully pioneer space would first require pioneering a new kind of management, one that would centralize authority over every aspect of the process, from design and engineering to procurement, training and operations.

He invited universities such as Syracuse, Northwestern and MIT to send research teams to participate and to “use NASA as a living laboratory” to see this exciting new management process at work.

The promise of this nascent approach was evident to observers long before Mr. Armstrong set foot on the moon. It even inspired the writers of *Science*, the official publication of the American Association for the Advancement of Science, to make a sweeping prediction to its readership:

“It may turn out that the most valuable spin-off of all will be human rather than technological: better knowledge of how to plan, coordinate, and monitor the multitudinous and varied activities of the organizations required to accomplish great social undertakings.”

“Turning Science Fiction into Fact”



Client: Project Management Institute
Project: 40th Anniversary Booklet

Cellphones are now such an indispensable part of our daily lives, that it is impossible for many people to imagine a time where they didn't exist, when the idea of a personal portable telephone was regarded as something out of a science-fiction novel.

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Editorial strategy
- Content research and copywriting

No one would notice a man crossing a busy New York City street, talking on a cell phone ... unless the year was 1973.

The man was Motorola executive Martin Cooper and he was making the world's first public cell phone call, using a phone and a network that didn't exist 12 weeks earlier.

AT&T had petitioned the Federal Communications Commission (FCC) for exclusive access to a new spectrum that would one day be used by cellular networks.

Motorola knew that in order to forestall this move, they would have to strongly impress the FCC at the upcoming hearings.

Martin, inspired by the communicators used on the TV show "Star Trek," proposed to his team that they create a "portable telephone."

The big problem? The hearings were only a few months away.

Martin's project management challenge was considerable.

His designers had to create something entirely new, with no functional or visual precedent to

draw upon.

His engineers, despite being faced with the space limitations imposed by its small size, would be limited to components that were already available.

Finally, a portable network would have to be created, transported, and installed in a hotel room in New York City to carry the new phone's signal from the street below.

Despite the odds, it all worked. The presentation was a resounding success and AT&T's move was blocked.

The ability of Cooper's team to master the project management challenges and quickly deliver the "DynaTAC 8000x" provided Motorola with a tangible long-term critical advantage.

While it would ultimately take more than a decade of development before cellphones became commercially available, Motorola was the first to market.

“Winning the Deadliest War”



Client: Project Management Institute
Project: 40th Anniversary Booklet

Many people don't think of project management as playing a major role in the field of medicine - let alone being a key element in the global eradication of one of the world's deadliest diseases.

This example provided a compelling glimpse into the positive impact of project management on the public good; that application of its techniques could enable medical professionals and ordinary people to be successful in their quest to save millions of lives.

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Editorial strategy
- Content research and copywriting

In 1987, the Surgeon General of the United States estimated that smallpox has caused more deaths than all of the wars combined.

Impervious to treatment, it killed one out of every four people who caught it and left its survivors scarred or blind.

In 1967, an estimated 15 million people contracted the disease, despite a vaccine having been pioneered 150 years earlier.

That same year, the World Health Organization (WHO) undertook the most ambitious project in the history of medicine: the complete and global eradication of the disease within 10 years.

The task fell to Dr. Donald Henderson, an American physician and epidemiologist who found himself facing a project management challenge as daunting as the disease itself.

Defeating smallpox would require establishing national programs in more than 50 countries, as well as managing and training hundreds of thousands of

local personnel in the proper delivery of medical services ... all with only a small budget and central staff.

Undaunted, he began. Sadly, as time went on, it became clear that despite his best efforts to manage the global project, they were not going to achieve their goal of global eradication within 10 years.

It would take them 11.

Since then, project management has grown to become a core component of the WHO, both internally and as part of their mission.

This can be seen in their “Planning for Success” program, which promotes and strengthens local capacity for project management in health research in Africa.

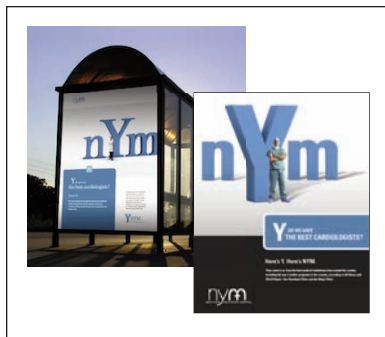
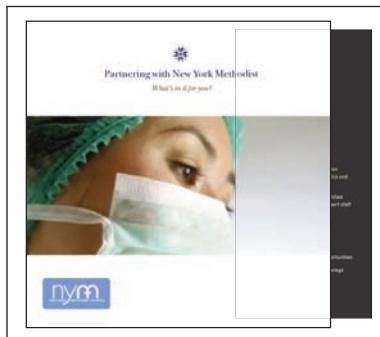
Due to its high level of success, it is being expanded and will be rolled out across a large network of Reference Training Centers located in developing countries around the world.

Client: New York Methodist

New York Methodist is one of NYC's preeminent health institutions, with a 130 year legacy of serving the people of Brooklyn.

Beginning in 2007, I worked with staff to create strategies, concepts and content for multiple outreaches which included:

- Websites
- Brochures
- Interactive Advertising
- Newspaper Advertising
- Transit Advertising
- Promotional Item Design
- Medical Newsletters



Project: On-site Advertising



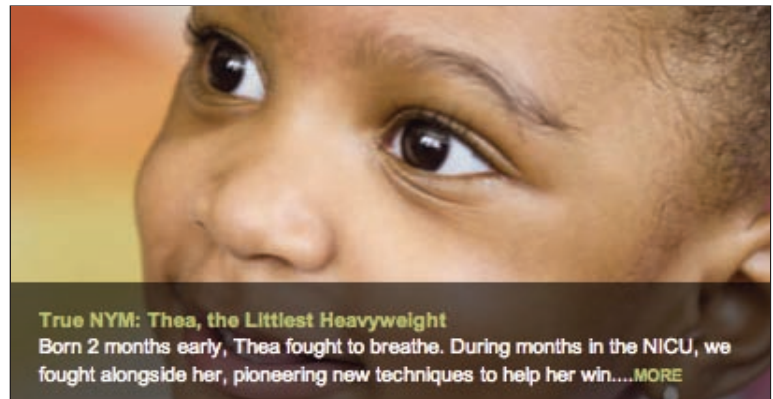
Client: New York Methodist
Project: NYM.org Website Launch

NYM.org was about to launch a brand new website. However, in order for it to be an effective acquisition tool, it needed a comprehensive site-wide ad strategy that would engage visitors attention and inspire them to visit the site's 500+ content pages.

After surveying NYM's online and offline content offering, I created dozens of ads (in two different sizes) promoting specific NYM services, as well as a comprehensive human-interest "TrueNYM" campaign, which leveraged heart-warming patient stories as a way to engage the reader's interest and inspire them to learn more about specific NYM services.

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Editorial strategy
- Content research and copywriting



True NYM: Meet Thea, the Littlest Heavyweight.

Born 2 months early, Thea fought to breathe. During months in the NICU, we fought alongside her, pioneering new techniques to help her win.

Sometimes It's Good to Have Medical Issues.

Especially if it's New York Magazine's "Best Doctors" issue which ranked multiple members of our staff as being among the top 2% in the metropolitan area.

NYM - We've Been Brooklyn Since 1881.

Even before Brooklyn was a borough, we were its hospital. Since then, we've cared for six generations of Brooklyn families. Want to meet your hospital?

TrueNYM: Remembering a Story We Can't Forget

He may not remember the truck that almost killed him, but he'll never forget the NYM teams that saved him and then helped him reclaim his life.

When Brooklyn Talks, Everybody Listens

The only way a hospital can win a Consumer's Choice Award is when people like you say what you think. Thanks for thinking of us 5 years in a row.

Client: The York Street Project

This nationally-recognized social services non-profit is dedicated to helping women and children break the cycle of poverty.

In order for their programs to grow, it was essential that they increase their charitable income.

In order to accomplish this, I knew the organization needed a fundraising communications approach that would simultaneously reinvigorate its current donor base while also attracting new supporters, especially large corporations.

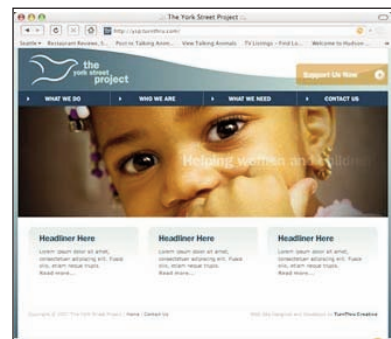
I led the initial pitch team and grew account from single engagement to multi-year multi-project agency-of-record relationship.

Ultimately, this multi-year relationship included the following projects:

- Branding and identity collateral
- Website
- Brochures and other print collateral
- Annual reports
- Event outreach materials

I provided the following services:

- Client and project management
- Communication strategy
- Fundraising strategy
- Creative and art direction
- Event design and communications
- Content research and copywriting
- Web services including IA, UI, functional specification, analytics



“Breaking the Cycle of Poverty”



Client: York Street Project

Project: Organizational Brochure

York Street needed a brochure that would serve multiple functions: as a core informational piece about the organization, as an engagement point for prospective donors and an overview for those who might need their services.

For this project, I provided the following services:

- Client and project management
- Creative, art and photoshoot direction
- Editorial strategy
- Content research and copywriting
- Staff and client interviews

In order to support herself and her children, a woman needs a decent job. In order to get a decent job, she needs a decent education.

In order to get a decent education, she needs a decent place to live and someone with whom to entrust the care of her children while she is at school.

The Cycle Grinds On.

It swallows families and generations. The only way to break this cycle is to take it all on.

At the York Street Project we take on the highly-visible factors of Education, Housing and Childcare that block our women from creating self-fulfilled, self-sufficient lives.

At the same time we also take on the less visible factors, healing the hidden damage that the cycle exacts.

Working with our brave women, we help them take on unlearning the lessons of hopelessness and helplessness.

Take on restoring destroyed self-esteem.

Take on addressing the insidious developmental delays in their children.

How can one person possibly make a difference?

What can one person do about women and children whose lives are blighted by homelessness, poverty and lack of education?

Their problems are so large, so entrenched in our society that you may wonder: how can I possibly make a difference?

By deciding to try.

It's as simple as that. You decide that our women and children are worth saving. After that, no matter what you do or how much you share, you're helping them survive; you're helping them to break the cycle of poverty."

Advertising: NYC Health Awareness

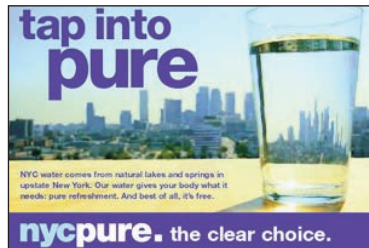
Client: NYC Department of Health
Project: Tapwater Campaign

In order to combat rising obesity rates leading to an increase in diabetes, NYC health professionals wanted to raise awareness of the potential negative health affects of sugar-laden drinks. I created an outreach strategy that targeted two separate demographics:

- NYCPure: Upscale professionals
- Slam Dunk: Inner-city youth

For this project, I provided the following services:

- Client and project management
- Creative and art direction
- Media consulting
- Content research and copywriting

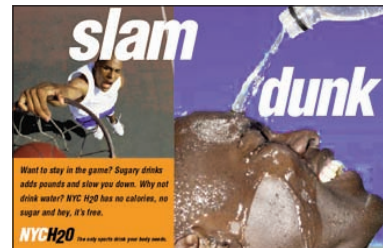


tap into pure.
 NYC water comes from natural lakes and springs in upstate New York.

Our water gives your body what it needs: pure refreshment.

And best of all, it's free.

nycpure. the clear choice.



slam dunk.
 Want to stay in the game?

Sugary drinks just add pounds and slow you down.

Why not drink water? NYC H2O has no calories, no sugar... and hey, it's free.

NYC H2O. It's the only sports drink your body needs.

Advertising: WBAI Activism Outreach



Client: WBAI/ Pacifica Radio Network
Project: Community Outreach

In order to help WBAI increase community involvement, I created a hyperlocal campaign using billboards and posters that featured purposefully "lo-fi" shots of real people, local landmarks and a direct message.

For this campaign, I provided the following services:

- Client and project management
- Media consulting
- Campaign strategy
- Creative and art direction
- Content research and copywriting



Client: Liberty Health System

Campaigns recognized with national award for excellence in medical marketing.

Located just outside Manhattan in one of the nation's most densely populated and culturally diverse areas, this system was about to go public with a \$20M capital campaign.

In order to succeed, the organization needed to present a new image worthy of donor investment and a comprehensive outreach program to create connections with its audiences.

I collaborated with top hospital and foundation executives, doctors and staff to clarify and express its mission and then concept and execute a large-scale integrated outreach that would.

I led the initial pitch team and grew account from single engagement to multi-year, multi-project agency-of-record relationship.

Ultimately, this multi-year relationship included the following projects:

- Integrated ad campaigns
- Website
- Brochures and other print collateral
- Event outreach materials

I provided the following services for all aspects of this multi-year, multiple-media campaign:

- Client & project management
- Communication strategy
- Creative & art direction
- Event communications
- Content research & copywriting
- Web services including IA, UI, functional specification, analytics



“Our Hospital is in Jersey City”



Client: Liberty Health System
Project: Integrated Ad Campaign

This campaign sought to create a new image, both in the eyes of the newly affluent communities springing up on the west bank of the Hudson as well as NYC workers commuting through the area.

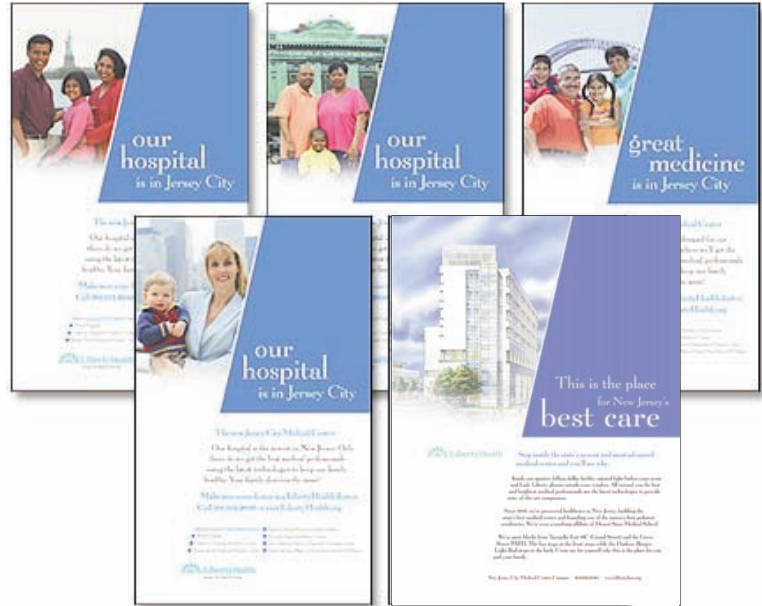
Research revealed that they perceived the Center as an aging, run-down inner-city hospital, rather than a regional healthcare hub with a “state of the art” facility and Doctors.

This contrasted with another finding : long-time residents were anxious that the new facility signalled an end to its historic charitable mission.

In order to meet the needs of these two important groups, I created an integrated campaign with two messages : while the hospital was “state of the art,” it was also a proud member of its community.

For this project, I provided the following services:

- Client and project management
- Communication strategy
- Media strategy and consulting
- Creative and art direction
- Content research and copywriting



Inside our new quarter-billion dollar facility, natural light fills your room and Lady Liberty gleams outside your window.

All around you the best and brightest medical professionals use the latest technologies to provide state-of-the-art compassion.

Since 1808, we’ve pioneered healthcare in New Jersey, building the state’s first medical center and founding one of the nation’s first pediatric residencies.

We’re even a teaching affiliate of Mount Sinai Medical School.

We’re mere blocks from Turnpike Exit 14C (Grand Street) and the Grove Street PATH. The bus stops at the front steps while the Hudson-Bergen Light Rail stops at the back.

Come see for yourself why this is the place for you and your family.

Project: PMI's Academic Initiative

The Project Management Institute (PMI) has more than 500,000 members and credential holders in 185 countries.

PMI is a global leader in supporting project management research and education, having created standards and methodologies which form the basis for thousands of educational programs around the world.

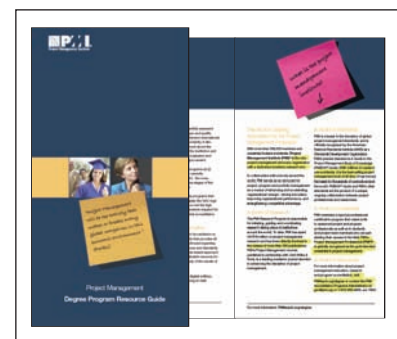
I worked with PMI to create a global campaign targeting the distinctly separate audiences of educational executives, faculty and students at institutions from around the world.

Ultimately, this multi-year relationship included the following projects:

- Integrated ad campaigns
- Websites
- Brochures & other printed collateral
- Targeted lead-generation campaigns
- Event outreach materials

I provided the following services:

- Client and project management
- Communication strategy
- Creative and art direction
- Event communications
- Content research and copywriting
- Web services including IA, UI, functional specification, conversion and analytics strategy



“Welcome to the World of Projects”



Client: Project Management Institute
Project: Educational Brochure

The “Should You Be Teaching Project Management?” brochure was the center piece of their academic outreach, expressing the core messages that would be used throughout the campaign.

For this project, I provided the following services:

- Client and project management
- Editorial strategy
- Creative and art direction
- Content research and copywriting

Data collected by the World Bank reveal that more than one-fifth of the world’s Gross Domestic Product is spent on project-based work.

This has led to an inexorable shift away from traditional operational management models towards a new paradigm focused on managing projects.

It has also resulted in a dramatic increase in the need for skilled project managers.

A World of Need

And it’s not just business. The global need for skilled project management is being raised by such organizations as the International Monetary Fund, the World Bank and the European Parliament.

The Demand is Increasing

A U.S. Bureau of Labor Statistics survey reported that in many industries, the need for project managers would grow faster than the average for all other occupations combined.

One troubling Gartner survey encapsulated the problem:

not only was “project management” listed as the number one hiring priority of select companies surveyed, it also was the most frequently reported as “difficult to hire.”

The Supply is Falling

U.S. General Accounting Office and Australian Government studies revealed one of the causes: the aging of the population. A large percentage (perhaps as high as 30%) of the project management workforce is retiring or will be facing retirement in the next 10 years.

The Opportunity is Yours

Organizations are relying upon educational institutions like yours to meet this need.

Only you can educate the skilled graduates that they rely upon for success. Only you can perform the research needed to advance this vital academic discipline.

Project: Email Newsletters



Client: Project Management Institute
Project: Lead nurturing email campaign

The success of PMI's advocacy mission relies upon its ability to target, engage and nurture leads from educational institutions around the world.

As a part of my overall lead nurturing strategy, I created a continuum of highly trackable communications that would engage each reader and facilitate them into deepening their connection with PMI.

Among the plan's components is a weekly informal email newsletter that would be customized and distributed to different segments. By offering valuable resources on topics of current interest to each segment, every issue would reinforce the perception that PMI provides practical value to educators and students.

Creating each newsletter required extensive research that balanced the need for timely topics with the availability of supporting materials from PMI's vast library of academic publications.

For this project, I provided the following services:

- Editorial strategy
- Client and project management
- Content research and copywriting

Subject: *This week's PMI links: Project Management and Disaster Relief*

"Hello <name>, It's Jane Smith and I've got some more links to resources that you might find useful.

This Week's Topic: Managing Disasters

The whole world has watched the drama unfolding in Japan, following the Tsunami.

This disaster, while singular, is not alone: more than 100 major disasters have occurred in the last 12 months. The human cost has been staggering: hundreds of thousands have lost their lives and millions more have been displaced.

Project management has long been recognized as an invaluable competency in dealing with disaster and recovery.

This Week's Links:

Today, I wanted to connect you with the following resources:

- [Insights to project management's response to the Haiti disaster](#)
- [A free interactive teaching toolkit for applying PM principles to post-disaster reconstruction](#)
- [Career impacts arising from volunteering after the deadliest typhoon in Taiwan's history.](#)

1: News: Project Management in Action: Rebuilding Haiti

The Haiti disaster is singular, both in terms of its magnitude and the scale of the project management effort its recovery requires. I have two resources for you and your students: an [in-depth analysis of how this unprecedented disaster is](#)

[changing the way we look at project management](#) and an [interactive presentation that spotlights different projects involved in the recovery effort.](#)

2: Tools: Teaching the Project Management Methodology for Post Disaster Reconstruction

A few years ago, PMI created the Project Management Methodology for Post Disaster Reconstruction (PMMDR) as a public service for organizations and governments following a major disaster. It is now available as a [free interactive teaching toolkit](#) that contains step-by-step materials for instructors and participants that facilitates 6 hours of training, as well as 30 different annotated templates of forms that can be used in the field. [Download the .zip archive now.](#)

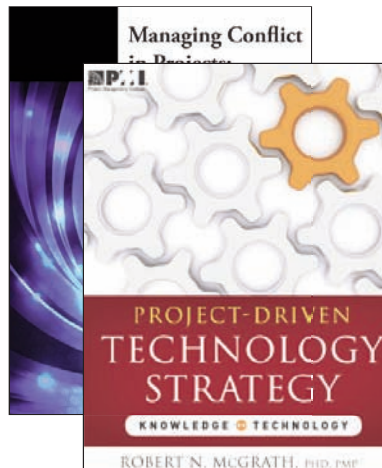
3: News: Benefitting The World Can Also Benefit Careers

We spoke with working project managers and asked them to share their experiences following Typhon Marokot, the deadliest typhoon in Taiwan's history. [Read about what they learned about the social, personal and career benefits of volunteering.](#)

I hope you find these helpful.

As always, if there is an area in which you are particularly interested, just let me know by either [dropping me a line](#) or giving me a call at <number>.

Advertising & Marketing



Client: PMI Press

Project: Product sales and marketing

PMI Press publishes the best-selling project management books of all time, and has millions of copies in print.

I work with editorial staff and PMI marketers to identify each book's target audience, analyze the book's content and then identify the most impactful themes that will appeal to these audiences.

Following this, I then expressed these themes across multiple media, which includes:

- The book jacket
- Distributor sales sheets
- Amazon.com/e-commerce promos
- Web advertising (multiple sizes)
- Twitter
- Facebook

Project-Driven Technology Strategy

[Amazon Excerpt]

In today's enterprise, technology isn't about software or hardware. It's about knowledge and competence. And it's the key to your organization's competitive advantage.

Dr. Robert McGrath's new book, described as a combination of "a master class taught by your most thought-provoking professor" and "a troubleshooting session with your most trusted mentor"...

[Twitter]

Your most valuable technologies? Knowledge and competence. Get the keys to sustaining competitive advantage. ow.ly/12345 #TechRedefined #PMI

Managing Conflicts in Projects

[Facebook Entry]

You've seen conflict corrode everything from productivity to profitability. What if you could not only survive it, but thrive from it? This step-by-step guide provides you with a flexible conflict management framework that you can use in any setting and equips you with the proven techniques you need to not only manage and mitigate conflict, but to use it as a positive tool.

[Twitter]

Conflict destroys projects. Get the skills you need to manage conflict and even use it as a positive tool. ow.ly/12345 #ConflictHappens #PMI