

## **A media-savvy PR agency that generates qualified leads**

Our corporate communications team delivers access to both Traditional and Social Media platforms with authoritative content. We help you shape and refine your message, pave the way for product sales by gaining third-party endorsements, increase awareness, build brand equity and ... should a crisis occur ... we help you protect your image and your brand.

**Pirozzolo Company - Boston Public Relations Agency. Since 1980.**

### **We Make News for Our Clients**

We discover and develop the big news value in what you do, generating coverage in major media such as **The Wall Street Journal**, **TIME**, **Forbes**, **Institutional Investor** and more. In the rapidly changing communications world, we participate in the opportunities offered by blogs, social media and other emerging media to reach and influence your clients, customers, shareholders and other constituents.

### **We Deliver Global Access**

When you work with Pirozzolo Company, you work with a public relations company that has represented USA and international clients. For example we represented the government of Vietnam in its bid to reconcile and gain access to open trade with the US. We helped foster trade with Japan and Canada's Atlantic Provinces, and we introduced US businesses to high-tech manufacturing partners in China. In the Middle East, we promoted New England's biggest hotel design firm as a leader in the Saudi Arabia, Qatar and the United Arab Emirates press.

On the consumer side, we promoted the National Association of Homebuilders, Mass Mutual and Wilmington Trust Company. We promoted Yoggie's PC security software and WhiteSmoke's advanced grammar and spell check program ... two hot products created in Israel.

### **We Go Beneath the Surface of High-Technology PR**

Every successful new technology, from an enterprise solution to a consumer product, has an impact on the way we live. We find that impact. We create relevancy and we win media endorsement.

When printed circuit board designer and manufacturer, Mass Design, wanted to strengthen its leadership position in the medical electronics sector, we wrote and placed articles on the impact of national public healthcare policy changes on technology, quoting national leaders such as Ezekiel Emanuel and David Bear, MD and CEO of MedSenry.

When Trayport, Ltd. (GFIG/Nasdaq), whose financial software handles 85% of all carbon trading in the EU, wanted to penetrate the US market, we attracted 66 journalists to a New York event titled "Is Carbon the Next Big Thing for US Business?" Coverage we generated appeared in *Reuters*, *Platts Oilgram*, *BusinessWeek*, *Forbes*, *Risk Management* and *Financial Technology* as well as on Japan's NHK TV.

We introduced FCM360, provider of managed datacenter solutions for high-frequency, low-latency trading with feature articles on CEO and founder Jubin Pejman that have appeared in *Financial Technology*, *Oil Daily*, *Reuters* and other A-list media outlets.

For PeerApp, Inc. we repositioned peer-to-peer file transfer – known mostly for illegal activity and copyright infringement – as a positive solution that increases Web access and lowers costs for the people of Africa, South America and Asia.

### **We Start Up the Start-Ups**

Pirozzolo Company Public Relations introduced Wright Express Corporation to CBS News, and the coverage generated venture capital funding for this trucking fleet IT and credit card company. We managed public and media relations campaigns for two emerging companies in the biometric security sector: Morpheus Technologies and Acuity Market Intelligence.

### **Institutional and Retail Financial Services**

In the retail financial services sector, we created promotions and arranged interviews that showcased the unique capabilities and reputations of Legacy Financial Advisors; Atlantic Financial, Inc.; Wellesley Financial Advisors and Wilmington Trust to high-net-worth individuals. On the institutional side, we represented Trust Universe Comparison Service, Citibank, Mass Mutual, Wilshire 5000 and UBS AgriVest.

## Dick Pirozzolo, APR

Dick founded Pirozzolo Company as a Boston Public Relations firm in 1980 and has developed an international PR agency whose clients include the governments of Vietnam and Japan and corporations in Israel, the United Kingdom, Germany and China.

Pirozzolo company was named the Boston affiliate for HFN Kommunikation, Frankfurt, Germany in 2005.

His over 30 years of international experience includes serving B2B and B2C clients, including Citibank, Wilmington Trust, United Technologies, UBS AgriVest, Mass Mutual, Trayport Ltd. (GFIG/Nasdaq), WhiteSmoke, Yoggie, PeerApp Inc., Wright Express (WEX/NYSE), Rypos, and Metcalf & Eddy Environmental Engineers as well as the governments of Japan and Vietnam.

He is author of three successful nonfiction books on residential construction and of *For All the Years*, a history of television in New England. Dick was a public relations consultant to WBZ-TV, where he managed the establishment and funding of a million-dollar endowment to support the performing arts in Massachusetts.

He figured prominently in fostering US-Vietnam trade relations throughout the 1990s. In addition to arranging positive media coverage of Vietnam by the world press, Dick's bylined articles, photos and op-ed pieces on Vietnam public policy and trade issues have appeared in the *Washington Times*, *Insight*, *Transpacific*, *The Advertiser*, *Beverage World*, *Vietnam Business Journal*, *Destination Vietnam*, *The Boston Sunday Herald (front page)*, *Trade Show Week* and *PR News*.

Dick brings high-level public relations, issues management, and US and Asian business relations skills to every client engagement. His earlier work includes public relations management positions with Boston University, where he was on assignment with the experts appointed by the US Federal Court during Boston's court-ordered and controversial school desegregation. Dick was a daily newspaper reporter and continues to write articles for national and professional magazines including *Consumer's Digest*, *Natural Home*, *Yankee*, *Caviar*

*Affair, Banking Technology, PCB007 and e-Forex Magazine.*

Dick is a graduate of the University of Connecticut and was awarded the Bronze Star for service as a US Air Force captain in Vietnam where he served as a media relations officer for the 7th Air Force in Saigon. He has been an accredited member of the Public Relations Society of America (PRSA) since 1978, and is a member of the PRSA Counsellors Academy. Dick is also a member of the Society of Professional Journalists (formerly Sigma Delta Chi), National Press Club, Washington, DC, American Society of Journalists and Authors and the Foreign Press Association of New York. He serves on the Public Relations Committee of the New England - Canada Business Council (NECBC).