

SUMMARY STATEMENT

Multi-talented communications strategist and writer with nearly 20 years of experience delivering innovative brand, positioning and digital strategies for commercial enterprises and non-profit organizations. Combines client-focused detail with creative insight to help organizations achieve programmatic goals and move the needle.

Areas of expertise:

- Planning and implementing wide-ranging marketing communications strategies that build relationships, generate growth opportunities and expand audience reach
- Conceptualizing, writing, and providing creative and editorial oversight for a wide range of communications vehicles, including Web sites, brochures, articles, eNewsletters, blogs and thought leadership pieces
- Advising clients on best practices for effective Web 2.0 and online community building strategies
- Identifying and pursuing new business opportunities through relationship-building and effective proposal development oversight

EMPLOYMENT HISTORY

KASTEN CONSULTING, BETHESDA, MD

January 2010 – Present / February 2006 – April 2007 President, Lead Strategist / Writer

Develop comprehensive marketing communications strategies, and conceptualize and write marketing collateral for corporate and non-profit clients with a special focus on user experience and content strategy. Key accomplishments include:

- Conceptualizing new messaging, brand positioning and Web content for Rosetta Stone's software product launch
- Developing successful online community building strategies for businesses, non-profits and associations that generate revenue opportunities and membership growth
- Establishing mobile health research practice area for a leading consumer technology research firm by authoring market report and associated thought leadership material
- Authoring numerous feature articles and opinion pieces on interactive media technology and application
- Cited in major trade publications as expert on trends in interactive technologies, online health information, and mobile device use among health care practitioners

SIGNAL MARKETING GROUP, SILVER SPRING, MD

April 2007– January 2010 Director of Content / Senior Writer

Directed or influenced all aspects of strategic positioning, competitive analysis, and brand and campaign development for clients that included the Fortune 500, small to mid-sized businesses, start-ups and non-profits. Conceptualized, wrote and managed all content for Web and print. Key accomplishments included:

- Re-branded a health-related non-profit for growth in an evolving market, implemented a strategy for expanding membership, service areas and online community
- Spearheaded the launch of an innovative IT virtualization start-up, including the development of brand and marketing communications strategies, all Web content and print collateral, and the creative direction of an animated Flash demo
- Repositioned a \$60 million print management company as a leader in on-demand marketing solutions; developed all Web content and collateral, and crafted custom, high-impact proposals that resulted in \$5 million in new business over one year
- Raised editorial quality standards and streamlined production workflow by establishing internal best practices and processes for print and Web

May 2009 – January 2010 Director of Communications, Building Wellness Institute

As acting director of communications, spearheaded the successful launch and sustainable growth of an environmental wellness training and consulting business. Key accomplishments included:

- Positioned this start-up as a national market leader in sustainable cleaning best practices through effective messaging, media outreach and client validation
- Conceptualized Web site architecture and wrote all copy; authored all marketing collateral and thought leadership material
- Managed all media outreach; placed articles in mainstream, trade and “green business” publications; fielded press inquiries and ensured consistent messaging

AT&T BUSINESS SERVICES, OAKTON, VA

1998 – 2006 Associate Director, Marketing & Offer Development

Led proposal and business development efforts for national and international telecommunications sales teams. Conducted client needs analyses to identify strategic differentiation and key win themes. Managed workflow for proposals, presentations, training, and collateral material. Led review sessions, managed content revisions and met aggressive deadlines. Key accomplishments included:

- Conceptualized, designed and directed the development of a Web-based content repository user interface for company-wide access to proposal content and other assets across the AT&T Global Sales enterprise
- Significantly raised design quality standards for proposals, internal marketing material, and other sales-related products
- Trained members of a 26-person team in Photoshop, PowerPoint and effective writing, which resulted in significantly higher design and content quality for all deliverables
- Received “Best of the Best” award among other departmental and company honors

FUTURE SYSTEMS, INC., FALLS CHURCH, VA

1990 – 1996 Senior Editor, *Multimedia Monitor*

Led all aspects of editorial planning, industry analysis, reporting for an award-winning multimedia news publishing company. Key accomplishments and achievements included:

- Forged and expanded relationships with key national and international multimedia production companies, PR firms and publishers
- Wrote marketing copy for core catalog business, which contributed directly to the company's profitability
- Conceptualized, launched and edited new products, including a weekly fax newsletter digest of the latest multimedia industry developments

ADDITIONAL RELEVANT EXPERIENCE

Broadcast Media: Associate Producer, PBS Series, *The World of Chemistry*

Researched stories and served as associate producer on several segments of this award-winning 26-part series hosted by Nobel Laureate Roald Hoffmann.

Publicity: Adat Shalom Reconstructionist Congregation Communication Task Force

Plan events, develop and execute publicity and marketing strategies for a variety of special family programming events, advise on social media and Web strategy

EDUCATION AND RELATED HONORS

M.A. in Communication (concentration in digital media)

The Johns Hopkins University, Zanvyl Krieger School of Arts and Sciences,
Baltimore, Maryland

- Thesis: "Coverage of Online Health Web Site: How Newspapers Help Consumers Evaluate Sites for Credibility and Trustworthiness"
- Selected to present paper, titled "Can Civic Journalism Combat a Market-driven Media Landscape," at the National Communication Association's annual convention, Boston, MA
- Profiled on Johns Hopkins' *Spotlight on Students* Web site for contributions to the program

B.A. with a major in Anthropology

Connecticut College, New London, Connecticut

- Graduated with Distinction
- Received the Claire Garber Goodman Award for high academic achievement and dedication to the field of Anthropology

SELECTED BIBLIOGRAPHY: THOUGHT LEADERSHIP AND FEATURE ARTICLES

“Staying Ahead of the Green Curve”

Bylined feature for Long-Term Living Magazine, April 2010

Written and placed on behalf of Cynthia Akins, environmental services director of the Knollwood military retirement residence (a Building Wellness Institute client), focusing on the facility’s effort to attain Green Seal GS-42 certification.

“The Growing Threat of Mobile Intercept”

Thought leadership piece for KoolSpan Inc.’s Mobile Intercept Report, Winter 2009

An article that positions KoolSpan (a Signal Marketing Group client) as an industry leader in addressing the growing threat of cyber attacks on mobile devices.

“Next-Generation Enterprise Collaboration: The Case for Deploying Open Source Solutions”

White paper, Rivet Logic Corporation, Fall 2008

Written for Rivet Logic, an award-winning open source consulting and systems integration firm (and Signal client), that defines the business benefits of implementing open source collaboration and community solutions inside the enterprise.

“Defining the Black Bag for the 21st Century: The Evolution of Mobile eHealth Applications”

Strategic Insights report for The Diffusion Group, October 2007

A market research report (written as a consultant for The Diffusion Group) targeting application developers, health care practitioners, device manufacturers, health care IT professionals that provides a roadmap of the mobile eHealth space through qualitative analysis and forecasting.

Opinion & Feature Articles Bylined by Alex S. Kasten

“Diagnosing eHealth Issues: Doctors Become Developers”

TDG Opinion, published by The Diffusion Group, September 25, 2007

An article that profiles medical entrepreneurs who are incorporating innovative communications technologies into the workplace.

“Caught in the Net: A Tour of Better Bike-Company Websites”

Bicycling Magazine, April 1998

A feature article that combines my personal insights as a cycling enthusiast and my professional experience as a multimedia strategist/author.

“The Promise of Pippin: Do New Disc-based Set-tops a New Market Make?”

E-media Professional, May 1997

A feature article that assesses the history of all-in-one multimedia set-top box solutions, from their inception to predictions for the future.

“Off-computer: CD-ROM and the Game Machines”

E-media Professional, March 1997

A feature article that examines the burgeoning video game industry from a manufacturing and marketing standpoint, with special attention paid to the survival of emerging technologies in a volatile marketplace.

“Sonic Boom”

Multimedia Producer, August 1996

An in-depth profile of Washington, DC-based multimedia development company, Sonic Images. Based primarily on in-depth interviews with senior management and select clients, this behind-the-scenes article examines the creative philosophy and growth strategy of a leading multimedia developer.

PDFs Available Upon Request

CLIENT AND EMPLOYMENT TESTIMONIALS

Communication and Marketing Strategy

"I worked with Alex over the past year on the branding and positioning of the Building Wellness Institute. His ability to differentiate and communicate the benefits of sustainable initiatives had a profound effect on the success of the business's growth. He's an extremely talented team player with vision and dedication toward achieving his client's goals."

—Marion E. Stecklow, Executive Director, Building Wellness Institute

"Alex provided the missing link to our success – the ability to develop a comprehensive, high-level approach to marketing and communication strategy for our clients that melds their traditional campaigns with online and interactive media technologies."

—Laura Harrington, Principal, Balance Technology Group

"Alex conducted a thorough strategic analysis of the Net Impact Website that provided us with insightful feedback and excellent ideas. I would definitely recommend his work to others."

—Liz Maw, Executive Director, Net Impact

"Kasten Consulting understands the relationship between marketing and new business development. Their insight into the proposal process, new media technologies, and communication strategies gives us the edge we need in a competitive market."

—Carmen Wiedenhoef, Managing Director, Scholars Resource

Business Editorial and Analysis

"I've known Alex professionally for fifteen years, and have been consistently impressed by his gifted ability to synthesize research and business strategy. His articulate, innovative, and straightforward style has contributed to the bottom line on several projects I've been involved with over the years."

—John Stewart, Vice President of Design, AOL

"Alex has a great ability to be both visionary and practical at the same time. He knows what questions to ask and what angles to consider. I've learned much from working with him and collaborating with him over the years. I consider him an important colleague, and he's a great management asset wherever he is." December 16, 2009

—David Clevinger, Vice President, Product Management, NeuLion

"Alex always displayed a passion for getting the story right and telling it in a clear and compelling way. But beyond that, his deep understanding of industry trends and market dynamics brought insightful analysis and relevant context to his writing. Alex consistently met deadlines while maintaining a high degree of journalistic integrity, and, as a result, was successful in building strong relationships with newsmakers."

—John Wilson, E-Commerce Manager at Duluth Trading Company