

AFFECT STRATEGIES
Company Overview



affect strategies

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About Us

Affect Strategies provides public relations, marketing and social media services to technology companies. We combine smart people, creative ideas and hard work to achieve stellar results for our clients.

Enclosed you will find introductory information about our firm. If you're interested in learning more, just ask. We're happy to answer any questions you have about how we conduct business.

I. Fact Sheet

Business: Public relations, marketing and social media agency

Services:

<u>Public Relations</u>	<u>Marketing</u>	<u>Social Media</u>
Analyst Relations	Advertising	Blogging & Microblogging
Award Programs	Collateral (Copywriting, White Papers, Case Studies)	Community Development
Blogger Relations	Direct Marketing	Social Media Engagement
Corporate Positioning & Messaging	eCommerce	Social Media Monitoring
Customer Relations	Events/Webinars	Social Media Strategy & Policy
Media Relations	Product/Service Launches	
Speaking Programs	Sales Tools	
Thought Leadership	SEM	
	Tradeshows/Conferences	
	Websites	

Founded: 2002

Headquarters: New York City

Employees: 11

Industries Served: Technology
Medical & Science
Professional Services

Financial Status: Private

Management: Sandra Fathi, Founder & President
Leslie Campisi, Vice President, Partner

Partners:

THEM! Did It
Design and marketing firm that focuses on business solutions

Murray Media
Interactive agency specializing in marketing and communications solutions

Landline TV
A New York-based production company that specializes in comedy

Johnson King
European communications consultancy

Recent Awards:

2010 SABRE Awards Silver Finalist

- Best Business Services Campaign

2010 PRSA Big Apple Awards Finalist

- Best Integrated Communications Campaign: Business-to-business

2008 Hermes Creative Awards

- Outstanding PR Campaign
- Outstanding Television Placement

Affiliations:

Public Relations Society of America (PRSA)

Sandra Fathi:

- Immediate past chair, Technology Section
- President-elect, New York Chapter

II. Clients, Past and Present

Technology	
Absolute Software	» Computer Asset Tracking & Recovery
Adapt Media	» GPS-based Advertising Network for Mobile Billboards
Arel Communications & Software	» Web Conferencing
ASME	» The American Society of Mechanical Engineers
Blue Security	» Anti-Spam Solution
Contegra Systems	» Web-based Information Solutions
Dataprobe	» Remote Network Management & Power Solutions
eCommerce Partners:	» Online Retail Website Design & Development
Esprida	» Remote device management solutions
F5 Networks	» Network Infrastructure Products
Hoberman Associates	» Multidisciplinary practice specializing in Transformable Design
interTouch (NTT DoCoMo)	» Broadband Service Provider
INTTRA	» Global provider of e-commerce solutions to the ocean freight industry
Luxoft	» Engineering/Application Development Outsourcing
Proclivity Systems	» Predictive Analytics
Questex Media (Advanstar)	» Technology Industry Publications & Tradeshows
RADirect	» Reseller of Network Infrastructure and Computer Products
Radvision	» Videoconferencing Network Infrastructure & Technology
Radware	» Network Infrastructure Solutions
Sphera	» Web Hosting Management Solutions
Starbak	» Integrated Video Network
Supreme Security Systems	» Commercial & Residential Alarm Systems
Surfray	» Search Technology
Tandberg (Ridgeway)	» Videoconferencing Firewall Solution
Telargo (NTT DoCoMo)	» Mobile Asset Tracking & Management
Wainhouse Research	» Technology Industry Analyst Firm
Web.com	» Web Hosting Solutions Provider

Clients, Past and Present (continued)

Medical & Science	
Caron Treatment Centers	» Drug and Alcohol Treatment Centers
IntraOp Medical	» Radiation Therapy Technology
Peaches Uniforms	» Healthcare Apparel
Pfizer	» Pharmaceutical Industry
Pixon	» Image Enhancement
Tissera	» Biotechnology

Professional Services	
ADP	» Payroll & HR Services
A-List	» Educational consulting services
Events Solution Provider (ESP)	» Tradeshow and Event Management
H&Y Graphics	» Production Packaging & Mechanical Graphics
Lexolution	» Legal Staffing
NYC Small Business Services	» Business Improvement Districts
Regus	» Global leader in flexible workplace solutions
Shaham Law	» Legal Services
Stuart Dean	» Commercial Restoration & Maintenance Services
Trident Capital	» Venture Capital Firm
Valera Global	» Executive Transportation Services

Other	
Aprica	» Juvenile Products
BabyRide	» Online Retailer of Juvenile Products
Bergen Family Center	» Non-Profit Center for Family Services
Concorde Medical	» Private Medical Group
Girls Write Now	» Non-profit that provides guidance to high school girls
Toy Industry Association	» Juvenile Industry Association

III. Management Bios

Sandra Fathi President & Founder

Sandra Fathi has invested more than 15 years to helping companies such as EDS, Ericsson, Microsoft, Nortel and Nokia achieve strategic business goals through high-impact marketing initiatives. An expert in Marketing and PR as well as an ardent entrepreneur, Sandra is founder and president of Affect Strategies, Inc., an integrated marketing communications firm that specializes in the hi-tech industry. Drawing on her sophisticated understanding of how effective communications can impact an organization, Sandra partners with her clients to help them affect change and achieve success in all areas of their business.

Prior to founding Affect Strategies, Sandra served as director of corporate communications for RADVISION, where she spearheaded the corporate marketing group. Sandra drove the public and investor relations strategies and oversaw a team of marketing communications professionals. Earlier in her career, Sandra was senior account supervisor at Edelman Public Relations Worldwide, where she developed public relations and marketing programs for corporations in the international arena of networking and data communications, telecommunications, videoconferencing, computer hardware and software, Internet and e-businesses.

As marketing communications manager for Nokia Display Products, Sandra set the tone for all aspects of public and media relations, corporate branding and identity, trade shows and special events and Internet presence, including the development of two e-commerce sites.

While at VCON, an international company in the videoconferencing industry, Sandra directed European and Asian marketing efforts from their office in Israel and later relocated to the United States to manage marketing communications for North and South America.

During her tenure at People & Computers, the IDG and Ziff-Davis affiliate in Israel, Sandra served as an editor and writer. She contributed articles to *Computerworld*, edited the online publication *Innovations*, and published a book about the Internet. She also produced and managed conferences and portions of local trade shows including InfoWorld and Internet World.

Sandra attended New York University and graduated from Hebrew University of Jerusalem with a degree in International Relations.

Management Bios (continued)

Leslie Campisi Vice President, Partner

Leslie has an extensive background in marketing and public relations, with an emphasis in online programming and interactive advertising. She provides the overarching strategy for client engagements and spearheads their development, execution and measurement on a tactical level.

Leslie began her career in the corporate marketing department of 24/7 Media, a global advertising network and media technology provider (now part of WPP Group). During her tenure at 24/7, Leslie was part of a two-member team and played an integral role in all of the company's worldwide marketing efforts, including media planning, trade show and event participation, agency management and content development.

Prior to joining Affect Strategies, Leslie worked as an interactive producer, developing online games for Nickelodeon and Cartoon Network properties. She also served as a content manager at Bolt, the Web's first social networking site for teens, where her team conceived of and created all website content, including moderating and featuring contributions from community members. At Bolt, Leslie also worked to create and execute custom online promotions for high-profile advertisers such as Sony, Procter & Gamble and Cadbury Schweppes.

Previously, Leslie served as marketing & sponsorships associate at The Public Theater/New York Shakespeare Festival, where she oversaw all of the promotional efforts for the theater's regular Off-Broadway season and live music venue Joe's Pub. She also worked to secure and manage on-site promotions for Shakespeare in Central Park, negotiating sponsorships with Barnes and Noble, Penguin Putnam and Starbucks, as well as some of New York City's premier law and investment banking firms.

A Louisiana native, Leslie is an honors graduate of Loyola University New Orleans with a B.A. in Literature and Philosophy. She also holds an M.F.A. in Creative Writing from The New School.