



## Executive

*Big picture, issues-oriented,  
forward-looking communications...*

## Ghost

*...that all but write themselves...*

## Writing

*...and distill and express key strategic  
messages powerfully and effectively*

### Overview

TAO Communications specializes in executive ghostwriting for Fortune 500 corporations and leading not-for-profit organizations.

### Work Examples

- *Harvard Business Review* articles on diverse business trends for a **management consulting** firm
- Keynote speeches on global entertainment for the head of a major **media** conglomerate
- Reflections on women in technology by the man who pioneered **personal computing**
- Series of position papers on regulatory issues confronting **broadcast television**
- Congressional testimony on health care reform for a leading **insurance** company
- Editorial on the impact of digital technology on copyrights for a major **publishing** house
- Business school commencement address by leading **M&A** figure
- Web site strategy and copy for the world's largest **securities** firm
- Speech on women in media and politics for editor-in-chief of famous political **magazine**
- Road show video for a large **packaging and specialty chemicals** concern
- Remarks for the national executive directors of several high-profile **non-profits**
- Financial communications plan for major **cosmetics** company considering IPO
- Research report for global **telecommunications** service provider on broadband networking
- Board presentation outlining comprehensive restructuring of **investment banking** division
- Speeches, position papers, advertising copy and articles on emerging **cable** technology
- Successful book proposal for leading **media and entertainment** consultant
- Public relations strategy for the introduction of a new line by a major **fashion** designer
- Chapter 11 communications plans for **composites manufacturer** and major **airline**
- Address to a state legislature in the deep South condemning the **educational system**
- Crisis management consulting for high-performance **sporting goods** manufacturer
- Design and implementation of an award-winning Web site for an **educational foundation**
- Investor/media kits for the merger of two **global aerospace** suppliers
- Annual report letter from the chairman for **music** industry category manager
- Research report on the **oil and gas** industry's investor relations programs
- Brochures on **wealth management**, international operations, soft dollar commissions, brand communications and IT career opportunities for major securities firm
- Update on global anti-trust regulation for leading **corporate law** firm

*References and customized portfolio available upon request*