

# CAPABILITIES STATEMENT

## COMPANY OVERVIEW

**Established in Ohio in 1989, Zumwald & Company, LLC** provides speechwriting, speech coaching, executive communications, and speaking and training. We help leaders innovate so they resonate when they communicate.™

### Clients come from many sectors:

- Technology ▪ Engineering ▪ Manufacturing  
R&D ▪ Automotive
- Wholesale Distribution ▪ B2B ▪ Professional Services
- Associations ▪ Nonprofits ▪ Education  
Health Care ▪ Public Agencies
- Advertising ▪ Marketing ▪ Public Relations

## CORE COMPETENCIES

- **Speeches:** Change Management Speeches  
Executive Addresses ▪ Motivational Speeches  
Keynote Speeches ▪ Award Acceptance Remarks  
Diversity, Equity and Inclusion Speeches  
Signature Talks ▪ TED Talks ▪ Fundraising Speeches  
Speaker Introductions ▪ Building Dedications  
Groundbreaking Ceremonies ▪ Welcome Remarks  
Retirement Remarks ▪ Anniversaries ▪ Weddings
- **High-Stakes Presentations:**  
State-of-the-Company Addresses ▪ Change Management Kickoffs  
Competitive Business Pitches ▪ Stockholder Remarks  
Product Launches: Live-Streaming Keynotes ▪ Commencement Speeches
- **Video Scripts, Event Scripts and Training Scripts:** Conferences ▪ Employee Meetings  
Lectures ▪ Workshops ▪ Webinars
- **Speech Coaching:** In-Person Coaching ▪ Virtual Coaching ▪ Speaker Audits
- **Executive Communications:** Strategic Communications ▪ Talking Points ▪ Opinion Pieces  
Statements (Announcements, Employee Messages) ▪ Ghostwriting ▪ Blog Posts ▪ LinkedIn Articles
- **Speaking and Training:** Event Speaking ▪ Custom Training ▪ Writing Coaching  
Panel Facilitation ▪ Emcee Work

### COMPANY ADDRESS

P.O. Box 206 | Englewood, OH | 45322  
[www.zumwaldandcompany.com](http://www.zumwaldandcompany.com) | 1.937.836.6802

### COMPANY DESIGNATIONS

**Certifications:** WBE and WOSB

WBE Cert.: WBE2101250

WOSB Cert.: WOSB211022

BBB Accredited Business

**Business structure:** LLC

DUNS: 624903154 | CAGE CODE: 6RMG6



### COMPANY NAICS CODES

711510: Script Writers, Ghost Writers, Writers

611699: Public Speaking Training

541611: General Management Consulting Services

611430: Professional and Mgmt. Development Training

541613: Marketing Consulting Services

541820: Public Relations Consulting Services

541810: Advertising Agency Consulting Services



## KEY PERSONNEL AND PRIMARY CONTACT

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**Teresa Zumwald is the CEO, speechwriter, executive speech coach and storyteller** at Zumwald & Company ([teresa@zumwaldandcompany.com](mailto:teresa@zumwaldandcompany.com) or 1.937.836.6802). In 2009 she added speechwriting and speech coaching to her repertoire, and since 2012, her speeches have won 25 awards including 18 Cicero Speechwriting Awards from Vital Speeches of the Day.

Among her clients are board chairs, C-suite leaders, entrepreneurs and subject matter experts from the Fortune 500 and other U.S. and international firms including the former owner of two global manufacturing companies based in Europe. She has also collaborated as the writer of a business book, authored by an executive, that was published in 2020 for stakeholders of a private corporation. Her award-winning writing has been recognized by eight professional organizations, and her work has been published in 50 magazines, journals, corporate publications and online.

She also manages executive communications projects, working closely with executives, managers and administrative staff as well as graphic designers, web developers, videographers, photographers and printers as needed. Ms. Zumwald earned a bachelor's degree in journalism from The Ohio State University and later trained under an international speechwriter and speech coach.

## COMPANY DIFFERENTIATORS

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**Our in-depth interviewing technique used with thousands of leaders over three decades** – a process of illumination that inspires a leader's best thinking. And it's the groundwork for developing innovative speeches and executive communications: ones that resonate with every stakeholder.

**Our ability to collaborate as a thought partner with leaders to create speeches, presentations and executive communications that change how people think and behave.** The result: Leaders stand out – and make an impact – beyond what they ever expected.

**Our process for executive speech coaching tailored to each speaker's needs.** We provide real-time feedback, delivery modeling and speech manuscripts with color-coded, personalized delivery cues so speakers feel prepared, confident and exhilarated: ready to deliver every line for maximum impact.

## REPRESENTATIVE PAST PERFORMANCE

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**Speechwriting / Speech Coaching:** 25 award-winning speeches for leaders in wholesaling (Winsupply), retail auto parts (Advance Auto Parts), health services consulting (John Snow, Inc.), international investing and leadership (confidential), call center recruiting and staffing (InnoSource), entrepreneurship (The Entrepreneurs Center), workforce/leadership development (The University of Dayton Center for Leadership), a nonprofit (Crayons to Classrooms), plus wedding/anniversary speeches

**Executive Communications:** Writer of a business book authored by an executive – “The Spirit of Opportunity: How Free Enterprise Lets Entrepreneurs at Winsupply Earn Their Own Success” – informed by three years of speeches for this executive plus three years of research/subject-matter-expert interviews

**Speaking and Training:** “Take A.I.M. — A Better, Faster Way to Create Your Next Presentation,” a 90-minute workshop for leaders in nonprofits/governmental agencies in Preble County, Ohio (100 percent of attendees rated the presentation overall as “excellent”)