



CAPABILITIES STATEMENT

COMPANY OVERVIEW

We work 1:1 with leaders to write and deliver speeches and presentations that change how people think or behave. Established in Ohio in 1989, Zumwald & Company, LLC provides speechwriting, speech coaching, executive communication, 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:** Corporate ▪ Change Management Policy ▪ Motivational ▪ Executive Addresses Keynotes ▪ Award Acceptance ▪ Signature Talks TED Talks ▪ Fundraising ▪ Speaker Introductions Groundbreaking Ceremonies/Building Dedications Welcome Remarks ▪ Anniversaries/Retirements
- **High-Stakes Presentations:** Business Pitches Panel & Fireside Chat Prep ▪ Stockholder Remarks Presentation Frameworks ▪ Product Launches State-of-the-Company Addresses ▪ Commencements
- **Video, Event & Training Scripts:** Conferences Employee Meetings ▪ Lectures ▪ Workshops Breakouts ▪ Webinars
- **Speech Coaching:** In-Person & Virtual Coaching ▪ Speaker Audits
- **Executive Communication:** Strategic Communications Talking Points ▪ Opinion Pieces ▪ Blog Posts ▪ LinkedIn Articles Statements (Announcements, Employee Messages) ▪ Ghostwriting
- **Speaking & Training:** Event Speaking ▪ Custom Training Writing Coaching ▪ Panel Facilitation ▪ Emcee Work

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COMPANY ADDRESS

P.O. Box 206 | Englewood, OH | 45322
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

PRIMARY: 541820: Public relations services

SECONDARY

- 541611: Business management consulting services
- 541611: General management consulting services
- 541613: Customer service management consulting services
- 541613: Marketing consulting services
- 541613: Marketing management consulting services
- 541613: Sales management consulting services
- 541810: Advertising agencies
- 541810: Advertising agency consulting services
- 541820: Public relations agencies
- 541820: Public relations consulting services
- 611430: Management development training
- 611430: Professional development training
- 611699: Public speaking training
- 711510: Ghost writers, independent
- 711510: Script writers, independent
- 711510: Speakers, independent
- 711510: Writers, independent (freelance)

21-TIME WINNER



LEADERSHIP COMMUNICATION ACADEMY CERTIFIED

KEY PERSONNEL AND PRIMARY CONTACT



Teresa Zumwald is the CEO, speechwriter, executive speech coach and executive communication adviser at Zumwald & Company, LLC (teresa@zumwaldandcompany.com or 1.937.836.6802). She works 1:1 with leaders to write and deliver speeches and presentations that change how people think or behave. Since 2012, her speeches have won 28 international, national and regional awards including 21 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 routinely serves leaders as a thought partner and ghostwriter of executive communication for employees, shareholders, customers, partners, suppliers, the media and the public. A few years ago, she collaborated as the writer of a business book, authored by an executive, that was published in 2020 for stakeholders of a private corporation. An expanded second edition is now in progress. She is a frequent lunch-and-learn, webinar and workshop presenter on confident public speaking, teaching leaders how to rework their own speeches and presentations to change how people think or behave. Over the years, 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 earned a bachelor's degree in journalism from The Ohio State University and later trained under an international speechwriter and speech coach.

COMPANY DIFFERENTIATORS

Our in-depth interviewing technique used with thousands of leaders over three-plus decades (human ingenuity that AI will NEVER be able to mimic or replace). This technique is a process of illumination that inspires a leader's best thinking. And it's the groundwork for developing innovative communications: ones that resonate with every stakeholder and change the status quo.

Our ability to collaborate as a trusted thought partner with leaders at all levels to create speeches, presentations and executive communications that change how people think or behave. 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

Speechwriting & Speech Coaching: 28 award-winning speeches for leaders in wholesaling (Winsupply), automotive (Advance Auto Parts), health services (John Snow, Inc.), advocacy/policy (Unplanned Good Inc.), culture (Inclusive Leaders Group), investing (confidential), call center recruiting (InnoSource), entrepreneurship (The Entrepreneurs Center), workforce development (The University of Dayton Center for Leadership), a nonprofit (Crayons to Classrooms), plus anniversary speeches.

Executive Communication: 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 & Training: “Speak Like a Leader: AIM for Impact and Drive ROI,” a half-day workshop to help leaders be more intentional and prepared when speaking in public, whether to small or large groups. ■