



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 | PR

CORE COMPETENCIES

- **Speeches:** diversity, equity and inclusion speeches; change management speeches; executive addresses; keynotes; motivational speeches; award acceptance remarks; fundraising speeches; TED Talks; speaker introductions; and many others (groundbreaking ceremonies and building dedications, weddings/anniversaries, welcome remarks, retirement remarks and video Q&A)
- **High-stakes presentations:** commencement addresses, product launch live-streaming video keynotes, state-of-the-company addresses and change management kickoffs
- **Video scripts, event scripts and training scripts:** conferences, employee meetings, lectures, workshops and webinars
- **Speech coaching:** in-person coaching, virtual coaching and speaker audits
- **Executive communications:** strategic communications, talking points, opinion pieces, statements, ghostwriting, blog posts and LinkedIn articles
- **Speaking and training:** event speaking, custom training, writing coaching, panel facilitation and emcee work

COMPANY ADDRESS

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



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KEY PERSONNEL AND PRIMARY CONTACT

Teresa Zumwald is the CEO, speechwriter, executive speech coach and storyteller at Zumwald & Company, LLC (1.937.836.6802 or teresa@zumwaldandcompany.com). In 2009 Ms. Zumwald added speechwriting to her repertoire, and since 2012, her speeches have won 25 international, national and regional 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

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 process for executive speech coaching. 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.

Our ability to quickly grasp, conceptualize and communicate with ease on complex subjects because we've worked with engineering, environmental, government/military and high-technology/research organizations since the mid-1980s, plus national and international firms.

REPRESENTATIVE PAST PERFORMANCE

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”)