



# CAPABILITIES STATEMENT

**COMPANY OVERVIEW:** Established in 1989, Zumwald & Company, LLC provides speechwriting, speech coaching, executive communications, brand messaging, corporate storytelling, and speaking and training. We help leaders innovate so they resonate when they communicate. Clients come from many sectors:

- Technology, Engineering, Manufacturing and R&D
- B2B and Professional Services | Associations and Nonprofits
- Education and Health Care | Public Agencies
- Advertising, Marketing and PR

## CORE COMPETENCIES:

- Speeches: change management speeches, executive addresses, keynotes, motivational speeches, award acceptance remarks, fundraising speeches, TED Talks, speaker introductions and many other speeches (commencement, video Q&A, tribute, groundbreaking ceremony, wedding anniversary, welcome remarks, building dedication, retirement remarks, association membership speeches, company anniversary)
- High-stakes presentations, training scripts, video scripts, event scripts
- Speech coaching: in person and virtual
- Executive communications: strategic communications, ghostwriting, blog posts, LinkedIn articles, op-eds and letters, talking points
- Brand messaging: company, product and service messaging platforms
- Corporate storytelling: articles, interviews, content, collateral, websites and white papers
- Speaking and training: custom programs, writing coaching, emcee, panel/roundtable facilitation

## KEY PERSONNEL AND PRIMARY CONTACT:

**Teresa Zumwald, CEO, Speechwriter & Storyteller, 937.836.6802 or [teresa@zumwaldandcompany.com](mailto:teresa@zumwaldandcompany.com).** Ms. Zumwald is a speechwriter, speech coach, communications consultant and three-time corporate history book author. In 2009 she added speechwriting to her repertoire, and since 2012, her speeches have won 20 international, national and regional awards including 13 Cicero Speechwriting Awards from Vital Speeches of the Day. Among her speechwriting and leadership communication clients are board chairs, CEOs, presidents, vice presidents, entrepreneurs and subject matter experts, and a former chairman of the board of two global manufacturing companies based in Europe.

Ms. Zumwald also manages complex communication projects, working closely with executives, managers and administrative staff as well as graphic designers, web developers, videographers, photographers, printers and other supplier partners. She recently collaborated as the writer of a business book, authored by an executive, that was published in 2020. Her award-winning copywriting work – recognized by eight professional organizations – has been published in 50 magazines, journals, corporate publications and online.

Previously, Ms. Zumwald was a communications specialist for Geographic Information Services at Woolpert, a national architecture, engineering and geospatial firm. She has been a reporter/copy editor for the department of University Communications at The Ohio State University, and a writer/copy editor for Diagnostic Medicine magazine in New Jersey. She earned a bachelor's degree in journalism from The Ohio State University and later trained under an international speechwriter and speech coach.

## DIFFERENTIATORS:

**Our in-depth interviewing technique used with thousands of leaders over three decades.** This 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.

**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 (also see [Portfolio > Work](#) website pages):

**Speechwriting/speech coaching:** 20 award-winning speeches for leaders in wholesaling (Winsupply), 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) and a nonprofit (Crayons to Classrooms) as well as wedding/anniversary-related 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 in large part by three years of speeches written for this executive

**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")

## 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