

Design • Create
Discover • Imagine



The Genesis of KIWI Communications, Inc.

The current CEO of the firm, Sheila T. Brann, founded KIWI Communications, Inc. in 1999. The company is a leading provider of branding, marketing, advertising, public relations, and social media services and specializes in the life sciences, biotechnology, clinical diagnostics, medical device, and high-tech industries. The firm has retained a diverse client roster ranging from early stage start-ups to Fortune 500 companies.

KIWI Communications' core strength is its ability to create visual design and integrate it with clear messaging and business strategy. Throughout its 20-year history, KIWI Communications has helped its clients increase brand recognition and awareness by implementing strategic positioning and creating memorable customer experiences. Developing an authentic brand is the foundation upon which every successful business is built. Building upon that foundation lays the cornerstone to precisely define the target customer and consistently deliver a persuasive message to retain customers and convert prospects.





Helping Companies Achieve Their Full Potential Through Innovative Marketing Solutions

“Success is often
achieved by those
who don’t know
that failure is
inevitable.”

— Coco Chanel

The KIWI Mission

KIWI Communications offers its clients a menu of services so that they can select just the right support they need at any given time. Rather than giving our clients cookie cutter marketing, we personalize our marketing services to meet each client's individual needs. KIWI Communications is committed to offering its clients high-quality and effective marketing strategies. We want to inspire you to **dream more ... learn more ... do more ... and become more.**

We help our clients **achieve their full potential** by creating remarkable customer experiences through the development of extraordinary marketing strategies and programs.

Experience matters ... our team of specialists combines business, marketing, communications and design to develop differentiated and authentic brands.

Philosophy

We want results for our clients. By using branding, strategic planning, market research, advertising, public relations, database marketing, media planning and Internet marketing best practices we formulate insightful strategies and creative concepts that get our clients effective results.

We want to be a part of your team. By working with your in-house marketing staff, vendors, or other corporate partners, we work closely with you to understand your company, your products, your services and your target customer so that we can project the image that is most appropriate for your company.

We turnkey all of your marketing activities from the development of your marketing plan through the implementation of the creative process to ensure your brand image stays intact.



Partial Client List

Following is a list of former and/or current clients. For more information or to view our client portfolio, visit our [website](#) and select the “Clients” tab.

- ActivX Biosciences — San Diego, CA
- Alpha Technics — Irvine, CA
- Association for Laboratory Automation (now SLAS) — Chicago, IL
- Aureon Biosciences — Yonkers, NY
- Aurora Biotechnologies — San Diego, CA
- Beckman Coulter — Indianapolis, IN & Brea, CA
- BioForce Laboratory — Ames, IA
- Capitol Conveyors — Circleville, OH
- Cepheid — Sunnyvale, CA
- Dow Diversified — Costa Mesa, CA
- Endologix — Irvine, CA
- Epoch Biosciences — Seattle, WA
- HITACHI Chemical Research Center — Irvine, CA
- IRIS Personalized Medicine — Carlsbad, CA
- MedImpact Healthcare Systems — San Diego, CA
- New Haven Pharmaceuticals — North Haven, CT
- PerkinElmer — Shelton, CT & Buckinghamshire, UK
- Qbiogene (now MP Biomedicals) — Carlsbad, CA
- Retsch, Inc. — Haan, Germany
- RNAture — Irvine, CA
- Saber Foundation Repair — Murrietta, CA
- SCIEX — Framingham, MA & Redwood City, CA
- Stratagene (now Agilent) — San Diego, CA
- Structural Bioinformatics, Inc. — San Diego, CA
- Synthetic Genetics — San Diego, CA
- Zymo Research Corporation — Irvine, CA

“Deciding what not to do is as important as deciding what to do.”

— *Steve Jobs*

Capabilities & Quality Services

KIWI Communications offers a wide variety of marketing services depending upon your company's specific needs. We audit your current marketing efforts, evaluate your marketing plan, and then develop a strategy that fits your corporate goals. We implement the plan using tried and true marketing tactics that suit your brand personality.

For more information about our services visit our [website](#).

Branding

- Corporate Identity
- Graphics Standards
- Template Development
- Logos & Icons

Digital Marketing

- eNewsletters
- eBlasts
- Online Banner Ads
- Web Design
- Blog & Content Provider
- Video Production

Social Media Marketing

- Twitter
- LinkedIn
- Facebook
- YouTube

Event Planning

- Customer Events
- Press Conferences
- Awards Ceremonies
- Seminars & Workshops

Public Relations

- Technical Articles
- White Papers
- Subject Matter Experts
- Press Tours
- Case Studies
- Press Kits
- News Releases
- Customer Testimonials

Media & Advertising

- Media Planning
- Media Audits
- Ad Concepts & Design
- Ad Studies
- Media Placements

Strategic Marketing

- Branding Studies
- Marketing Plans
- Market Research
- Focus Groups

Want to know more about the clients we serve? Visit our website at www.kiwi-comm.com and select the "Clients" tab. We have helped numerous clients achieve their sales and marketing goals through the creative development of targeted and timely marketing programs.

"Leadership is the capacity to translate vision into reality."

— **Warren Bennis, Pioneer in Leadership Studies**

Executive Management Team

Sheila T. Brann is an entrepreneur, author, speaker, business owner and marketing coach. She specializes in marketing and strategic planning and has over 20 years business-to-business marketing experience. She is the Founder and CEO of KIWI Communications, Inc., a full-service branding, marketing, advertising, public relations, and social media consulting firm. She has served in a variety of marketing positions at for-profit and nonprofit companies prior to founding the firm.

She began her career in the oil industry working for Getty Oil Company. Then moved on to the International Association of Geophysical Contractors (IAGC), an international trade association, where she learned the art of public relations, public affairs, and governmental affairs.

After she attained a Master of Business Administration degree, she worked with the National Association of Corrosion Engineers (NACE), a nonprofit professional society, where she developed marketing programs to promote specialized corrosion software. She

also created successful membership drives boosting the number of members by 40% during her tenure.

She then moved on to Beckman Coulter, Inc., a manufacturer of life sciences and clinical diagnostics instrumentation, where she served in several marketing and communications positions.

In 1999, she founded KIWI Communications, Inc. out of a desire to make a greater impact in the field of marketing.

For the past 20 years, Ms. Brann has served as CEO of KIWI Communications and has led and motivated a team of highly qualified marketing experts to help clients grow and achieve their full potential.

She has also served as the Vice President of Finance for the Orange County Chapter of the American Marketing Association and has participated in various volunteer positions for the Pediatric Cancer Research Foundation (PCRF) and the Orange County International Trade and Investment Exchange.

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"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

— John Quincy Adams

Testimonial

"I am pleased to provide a very enthusiastic recommendation for Sheila Brann. I was employed by a start-up biotechnology firm, which marketed products using novel technology, developed by their multinational parent corporation.

As such, Sheila provided numerous services to meet the many needs we had including establishing a corporate identity, designing all packaging, generation of product labeling and literature (including application notes), creation of trade show booth graphics, and designing of company advertisements."

"Sheila's knowledge of the life science industry was a valuable asset in the services and consultations she provided. In addition, we had many tight deadlines, which she was able to meet responsively under very demanding circumstances.

Sheila was an absolute joy to work with – her expertise, commitment, attention to detail, timeliness, and enthusiastic personality all make her a consummate professional whom I would definitely hire again."

*— Teva C. Rothwell
VP, Manufacturing & QA/QC*



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