

## TERRY PFISTER BIO

**Terry Pfister** brings over 25 years in the communications industry, and has proven herself to be a creative, solutions-oriented business executive with comprehensive experience in the development and writing of strategic communications and public relations materials. As president of Terry Pfister Communications in Chicago, Illinois, Terry's expertise includes writing for print, video and web media, as well as guiding her clients in the areas of strategic planning, issues management, employee communications, public affairs and community relations.

Prior to launching her own company in 1998, her professional career included six years as media spokesperson and Midwest executive director of communications for the cable television, Internet and broadband telephony division of AT&T. In that role, Terry received an award from the Illinois State Cable Association for her public affairs initiatives, and was named to the "Betsy Magness Leadership Institute", an exclusive leadership council in the cable and telecommunications industry.

Other professional experience includes leading the marketing and communications operations for a pre-IPO software company in Chicago, and directing sales and marketing for event marketing firms in Chicago and San Francisco. Through her long career as a communications professional, Terry has gained extensive experience in business-to-business and business-to-consumer tactics that create business success for her clients.

Today, Terry consults with national corporations, marketing agencies, design firms and individuals to assess marketing and communications goals, and then provide appropriate "packaging" of key messages. She regularly writes and directs turnkey production of informational magazine articles; sales brochures; advertising, marketing and public relations materials; Web site content, and commercial and commercial video scripts. Terry has also co-written three books for a California-based health/personal beauty company that provide sound, creative cosmetic and self-care advice to women of all ages.

Terry received her degree in Psychology with honors from Roosevelt University in Chicago.

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