



## **Christine Spadafor**

Christine Spadafor is a CEO, Management Consultant, Lawyer, Speaker, Board of Directors Member & Board Advisor

December 13, 2017, Christine was a client of Gregory's

Want to learn the art of effective communications? Gregory Peterson is a multi-talented public relations consultant who will help you meet—and exceed—your executive communications objectives.

### **Where to begin?**

Gregory's writing skills are absolutely first-rate—whether for presentations, blogposts, articles, essays, social media posts, or anything else required for an integrated personal brand. Having worked as a ghostwriter for CEOs and politicians he has that rare ability to adopt a client's patterns of thought and expression. (“Yes, that captures my sentiments—and my voice—exactly!” is a common reaction after I brief him about my views and then read what he has drafted.)

Writing, however, is only the beginning. Gregory personally crafted my personal brand, created my websites and social media sites, designed my presentations and slideshows, coached my public speaking appearances, edited images and video files, optimized online files, monitored web analytics, and continually brought relevant technologies and innovative ideas to my attention.

Anyone who hires Gregory Peterson reaps the benefit of his lifelong involvement in communications and public issues. He was a project manager at TED Conferences, a Communications Director for a Governor, a Public Affairs VP for a major corporation, and an advisor on sensitive, complex issues. Through his training as a lawyer—and as a graduate of Harvard's Kennedy School—Gregory is a disciplined thinker, a careful analyst, and a sure-footed guide through rapidly changing communications environments.

Gregory Peterson is a perceptive observer, a quick study, and a creative and intelligent strategy partner. I always knew that Gregory had my best interests at heart, and his results consistently exceeded my expectations. What more could one ask for in a communications advisor?

Highly recommended!