



“Gregory has been a great partner in developing blog and white paper content for a legal staffing brand I support. He comes to the table with thoughtful content ideas and suggestions backed by research, and the brand’s goals are always at the forefront of his mind. As an added bonus, he is a genuine pleasure to work with!”

Michelle Stute, Digital Marketing | SPECIAL COUNSEL



“I have worked with Gregory for several years on business issues and public policy matters relating to such far-flung areas as religious interfaith dialogue, sustainable development, clean energy and youth activities. In every context, Gregory applies his formidable intellect to solving the problem at hand. He combines keen analytical skills with a mature perspective developed over many decades of leadership in both the public and private sectors. Gregory has been especially helpful to our business in helping us formulate and implement strategies for communication to target audiences using a range of media.

Gregory is that rare work colleague who combines a disciplined and effective approach with an infectious enjoyment of the task at hand.”

Norman "Pete" Pedersen, JD Managing Director | RENOVA PARTNERS

The Boston Globe

“...I do know that IDEAS Boston...could not have been a success without you. You were diligent, persistent, unflappable and full of good ideas. The Globe cannot thank you enough for all the work you did in making our event the roaring success that it was. Personally, I want to express my appreciation for the way you jumped in and became one of the team from the minute you walked through the door. That’s a rare talent. I enjoyed our time together and hope that we get the chance to do it again.”

Al Larkin, SVP, Public Affairs | THE BOSTON GLOBE

SPADAFORCLAY



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

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!

Christine Spadafor | CEO, SPADAFORCLAY GROUP



PATTERNS AND PREDICTIONS

“Gregory Peterson is a true 'thinking partner'. At P&P, our entrepreneurial efforts have always been outside of the business mainstream, with many growing pains associated with taking science research to effective productization. Yet Gregory has always been able to stay with us every step of the way. I know of few individuals who possess his level of ability to gauge the context of a business's challenges, and how to devise a tactical plan that promotes the highest ethical sense of a business identity and public relations. For all of these reasons, Gregory truly deserves the highest of praise and recommendation.”

Chris Poulin, CEO | PATTERNS & PREDICTIONS



"Gregory Peterson is a Performer with a capital P. He rolls up his shirtsleeves to get the work done ... and takes every painstaking effort to complete assignments professionally, on-time and with a vital exuberance indicating challenge and excitement. He is articulate, intelligent, well-read and not boastful. He is the real thing..."

Andrew Edson, President | EDSON ASSOCIATES (Former Secretariat of The WorldCom Group of Public Relations Companies)



"Gregory worked with us to help craft the Wisdomology.com brand and align our communications strategy around personas to focus our messages. He took the time to really get to know us, understand our needs and our business, and understand our core values. He then taught us about "primal" branding, and proceeded to gently help us build our brand from the bottom up. A great pleasure and honor to work with!"

James McMahon, CEO | WISDOMOLOGY



"Last year, Brightfields sought to overhaul its communications strategy and create a new website. Because the company has an intricate value proposition that can be difficult to convey with concision, we decided to enlist the support of a partner to help form our strategy. Gregory Peterson (Archetype Communications) was our communications partner every step of the way, guiding the process from the earliest theory, research and strategy work to the final SEO adjustments on the completed WordPress site.

Gregory did an outstanding job of helping us to understand the online marketing environment. He was particularly patient and skillful with the cumbersome process of explaining how our expected input and design elements could be translated into software architecture. Along the way to the end product, he listened attentively to our strategic direction and added crucial insight about how to most effectively position our brand and services.

Among the many services Gregory provided:

PR, Marketing and Brand Strategy, WordPress Website Design, Messaging, Story Narratives, Copywriting, Social Media Strategy, SEO and Lead-Generation.

Since the project's completion we have received frequent compliments about our new site, along with a steady flow of inquiries and new leads. Our traffic has increased many multiples from only a year ago. Overall, we found Gregory to be innovative, knowledgeable and a truly enjoyable collaborator. From our standpoint, this project was successful in every way."

Top Qualities: Great Results, Personable, Expert

Nigel Carr, Business Development | BRIGHTFIELDS, LLC