

## About Annie Gladue:

Annie Gladue is strategic marketing and communications expert with over 25 years of experience developing breakthrough campaigns that hit the bull's eye for clients of all sizes. She honed her skills over the years in the fast-paced, high tech arena (having worked on everything from PC clones, to semiconductors, to enterprise and consumer software, to emerging markets). The strategic counsel she offers is combined with tenacious execution of marketing-related tasks including message development, website design (set-up, writing, implementation), copywriting and public relations services. Clients tend to think of Annie as an energetic and enabling extension of their own in-house teams. Annie sees herself as an influencer and a catalyst.

That's the high-level look. But Annie has a "Spidey" life. She's really creative and she writes (which she enjoys immensely).



While doing marketing for a semiconductor company, she also created a well-read newsletter (the debut of her "News, Views & Clues" concept).

As her consulting business took more of an enterprise bent (server software, IT outsourcing, data centers), she looked for ways to stay creative while keeping her hands on the cool tech gadgets she loved.

Smartphone Experts paid her to write a weekly "Talkin' Treo" column, as well as do product reviews. She eventually became chief editor of the site —responsible for ensuring topical stories reach the avid community of Palm OS users.

Another bridge away from enterprise was her work with Red Staple (a pioneer of tools that enable artists or distributors to easily create digital packages for rapid commercial distribution on a wide range of platforms). She launched their e-Books authoring tool at TechCrunch Disrupt and their company / flagship product at SxSW. As part of the "attention getting" strategy she prescribed for them, she invented "Staple Dog" and mocked up a series of comic strips that were drawn up by Mark Hill — talented cartoonist.

And then in her free time, she developed the Jedemi Chronicles and started posting regularly on her own site. You'll find a lot of her work under her married name (Annie Gladue-Latham). On her site ([www.Jedemi.com](http://www.Jedemi.com)), she often writes in the voice of "The Gang," characters from her Jedemi Chronicles.

Circling back to client side, her experience includes:

- **American Internet Services** (a leading provider of enterprise-class data center, connectivity, and Cloud services) – was responsible for repositioning the company and handling their marketing and public relations.
- **Capto Consulting** (a boutique management consulting firm specializing in optimizing outcomes of a company's IT investments) – responsible for marketing and public relations. Wrote web copy for initial site and was heavily involved in subsequent revisions and rebranding. Worked on several client-related projects.
- **Gliffy** (a leading provider of online diagramming tools for enabling visually impactful, collaborative communications) – was responsible for public relations and marketing strategy for promoting the company during Atlassian Summit in 2012 and 2013.
- **indoo.rs** (a technology leader in indoor localization and navigation) - brought in to handle the first public demonstration of their solution for helping the blind and visually impaired find their way around San Francisco International Airport (SFO).
- **OpenTV/Kudelski Group** (the worldwide leader in delivering end-to-end, secure digital media solutions) – Did a messaging "house" project for the merged entity.
- **Red Staple (a pioneer of tools that enable artists or distributors to easily create digital packages for rapid commercial distribution on a wide range of platforms)**, launched their e-Books authoring tool at TechCrunch Disrupt and their company / flagship product at SxSW.
- **Microsoft (SS+K)** – Was responsible for the launch of Microsoft's "Smarter Retailing" initiative at the National Retail Federation conference. Duties included developing the launch strategy, creating the PR/communications plan for the launch and beyond (rolling thunder), writing releases, coordinating with industry partners, creating a media strategy, staffing briefings and following up. Post launch writing activities included writing by-lined articles and website copy.

Annie also worked on several projects under NDA in emerging technology fields (IoT and DAM/image asset visualization). Her prior experience includes Power Computing Corporation (manufacturer of Apple computer Mac clones) where she played a key role in the company's "Fight back for the Mac" campaign. In addition, she was responsible for planning and implementing communications strategies to expand the company's penetration in international markets and created unique programs to introduce the company to the K-12 market.

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For more information, call 415-302-8990 or email: [annie@jedemi.com](mailto:annie@jedemi.com)



## **Annie & The Jedemi Way...**

It all starts with a curious mind. Then there's the desire to make sense of the mass amount of things she reads. That process involves journal writing and running (she thinks better on the move). When she has things sorted out, she takes on the task of articulating her thoughts via posts on Twitter, Facebook, and her own site ([www.jedemi.com](http://www.jedemi.com)). After squeezing her brain dry, she "re-creates" via a heavy bag boxing session at UFC and lifting weights. When she returns, she continues making connections, doing research, writing and posting.

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What she does takes a curious AND disciplined mind AND an overarching desire to make connections (the "ah ha!" moments) that keep the readers entertained (amused), informed and coming back for more.

She thrives on keeping many plates spinning. Throughout her business career, in-house and as a consultant, her instincts combined with her "heads-up" approach have served her well to guide / drive the leveraging of opportunities that arise.

Last point is her "self-propelled-ness." She isn't one to wait around. She does strategy plus executes tactics. Well-versed in all forms of CMS (including Wordpress), she publishes posts without delay.

Annie has a breadth and depth of knowledge that she is eager to share. She loves working in a team environment, but can also thrive well flying solo. And when she creates something, she always makes sure to have a picture of her audience in mind (hoping they enjoy reading it as much as she enjoyed writing it).

When it comes to Annie, indeed what's essential is invisible to the eye. That being said, there are many examples of her work she can point you to if you are interested.

Thanks for reading.

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