



## ABOUT

Pete Fierle, an authentic storyteller and experienced communicator, also possesses impeccable organizational and leadership skills. Fierle Strategic Communications places an emphasis on developing, aligning, and enhancing the quality and clarity of an organization's communications. Clients include organizations, across multiple industries, who outsource or supplement their communications needs. I am a cost-effective solution for companies who utilize my vast knowledge, expertise, and ability to produce high-quality communications thereby saving the significant investment of adding the role as a permanent part of the leadership team. **Bio**

### PROFESSIONAL PROFILE by Know Your Strengths™



Focuses on process and structure ... Strong leader who exemplifies trust ... Realist & pragmatic ... Very loyal to anything he hooks his heart to ... Communication style exudes sincerity & passion ... Good listener ... Embraces productive conflict; Does not tolerate drama ... Leads by example

## SERVICES

- Communications Strategies
- Thought Leadership & Executive Communications
- Writing, Ghostwriting, Editing, Proofreading & Other Content Creation
- Spokesperson & Public Speaking
- Website Strategy & Management
- Social Media
- Public & Media Relations
- Facilitate & Document Debriefing Sessions
- Presentations & Reports
- Research

## INSIGHTS

“If you are looking for an accountable resource to align your personal and professional brand with, it's critical that you partner with a trusted resource whose brand is associated with the standard of excellence. Fierle Strategic Communications brings that element to the table.” -Craig Lucas, Founder, Authentica

### MISSION

Create and align a flow of effective and high-quality communications that empowers organizations and individuals to experience sustained growth.

### VALUES

Integrity \* Civility \* Encouragement \* Trust \* Excellence

### SYMBOLISM OF LOGO & COLORS

The Roycroft font is designed based on my hometown of East Aurora, N.Y., the birthplace of the U.S.'s Arts & Crafts movement (printers, woodworkers, coppersmiths and bookbinders) in the late 1800s.

 GREEN = Favorite color ... reminds me of the outdoors which I love. Represents: **growth, harmony, freshness.**

 BLUE = color of Great Lakes where I've lived most of my life. Signifies: **knowledge, integrity, power.**

## CONTACT

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