

red writing
portfolio



I help tunnels reach tomorrow

A bridge can connect technical complexity to simple beauty, spanning from science to art.

Sund & Bælt Holding A/S maintains the Great Belt Fixed Link. It's a four-lane road and rail line that connects an underground tunnel in Denmark up through the Øresund strait to a bridge that ends in Sweden.

To maintain it, and ensure its safety, Sund & Bælt needs all of the insight that technology can offer.

Now, the company uses drone photographs, 3D modeling, artificial intelligence analysis, and more, to help it see into tomorrow.



Building bridges to better insight

Around the US, more than one in three bridges are crumbling and need repair...

Sund & Bælt Holding A/S owns and operates some of the largest infrastructures in the world, including the Great Belt Fixed Link — an 11-mile bridge and tunnel combination that is the largest construction project in Danish history... To inspect bridges, Sund & Bælt often hired mountaineers to scale the sides and take photographs for examination. An inspection could take a month, and the process had to be repeated frequently for bridges near oceans or in other corrosive environments...

With the new solution, Sund & Bælt gathers data from drone photographs to monitor status without dangerous and time-consuming human inspections. The solution consolidates this data with maintenance records, design documents and 3D models to help identify cracks, rust, corrosion, displacement and stress.



Text from IBM website

I help banks
reach
beyond

Most stories about banking
don't have any tigers.

But sometimes,
the tigers
are just waiting
to be found.

In a story about India's rise as a global
financial power, what better metaphor
than the country's national symbol?

The tiger embodies how the
country's largest bank ventured beyond
its boundaries and leapt to a new digital
platform of mobile banking, commerce,
and financial management tools.

Now, on the bank's new platform, mobile
developers are empowering the people
of India to find financial freedom.



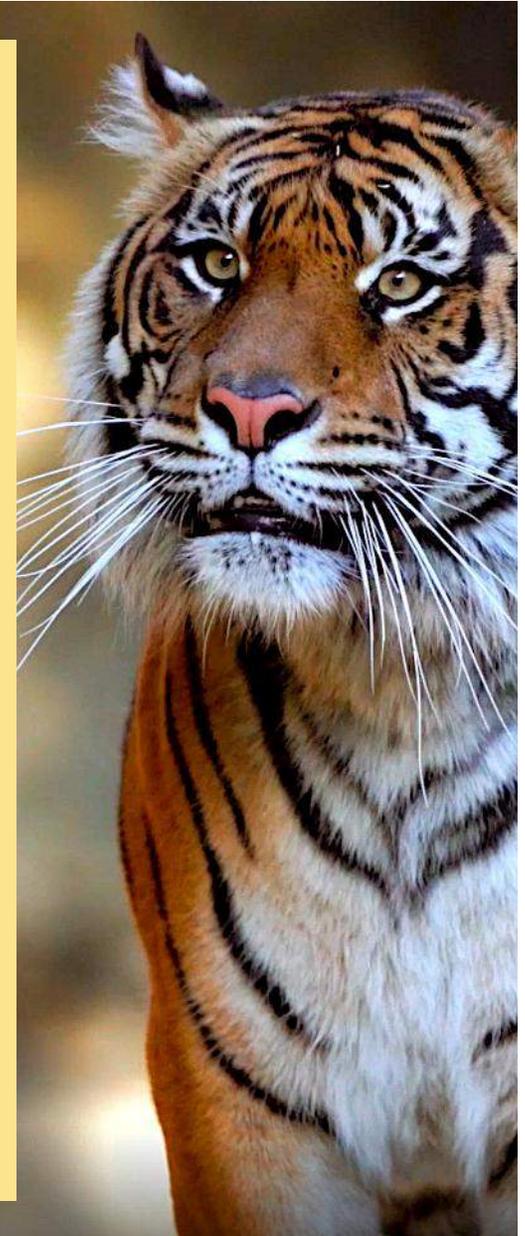
Rise of a financial tiger

India's economic power is steadily rising on the horizon. It's driven by its people — a critical force in companies around the world. India's people now have a growing wealth that is creating new opportunities for them and their communities...

For more than 200 years, State Bank of India (SBI) has been the country's largest public sector bank, and its financial foundation. As many of the bank's customers grew their wealth in recent years, the bank saw that people had new financial freedom and sought new opportunities. It also knew that this growth could empower India's future as a global financial force.

But the key to that future is digital, especially now. "Digital financial inclusion was a development priority before the COVID-19 emergency; now, it is indispensable for both short-term relief and as a central element of broad-based, sustainable recovery efforts," the World Bank reports.

"In India, 60% of the population is less than 35 years old," says Amit Saxena, Global Deputy Chief Technology Officer at SBI. And every day, he says, that population goes online to shop...



Text from IBM website

I help features reach fans

Once there was a time when mobile phones could only make calls.

Then, they evolved capabilities that were unprecedented, unfamiliar, and sometimes unintuitive. We had to help people see how—and why—they were worth paying more.

For more than a decade, from Startacs to smartphones, I wrote manuals and marketing content that helped users around the world see how—and why—they could do more. And then even more.

Because technology never stops building bridges from what is to what could be.



MOTOROLA ATRIX™ 4G

Quickstart

Find it:  >  Camcorder



The **Entertainment Center** lets you show all your phone's photos, music, and videos on that big screen in your living room. Sit back and get comfortable, as your phone becomes a controller for the show.

Stop pocket dialing

If you put your phone in your pocket, the touchscreen might get touched and accidentally call people.

To avoid this, press Power  to put the display to sleep. To wake it up, press Power  again. You can also set up "Security" on page 60.

Text and design from the Motorola ATRIX 4G Quickstart guide

I help **justice**
reach
the sky

If you're protecting the environment,
it's natural to use the cloud.

The U.S. Department of Justice
Environment and Natural Resources
Division prosecutes those that
endanger the environment.
To do that, the department
needs evidence—
often in the form
of data.

It was clear that
the department should
move its data to a cloud
storage solution. And
it was clear that
the cloud should
be the star
of the
story.

 **NetApp™**

Using cloud data to fight environmental offenders

When companies endanger U.S. natural resources, government prosecutors depend on data storage, management, and analytics to prosecute the offenders.

The Environment and Natural Resources Division of the U.S. Department of Justice subpoenas or collects volumes of data, analyzing that data around the clock to prepare its cases. When the department needed to shut down a data center and move 300TB of backed up data to the cloud, it had to find a process and a solution that could guarantee secure and constant access, with only 2 months to complete the task.

The department doesn't want to be in the business of IT. "Our mission is not 'to do IT,' it's 'to do litigation'—so our solutions need to be seamless. We need solutions that don't require a lot of care and feeding," says Richard Tayman, the department's CIO and director of IT.

Text from NetApp case study

I help brilliant minds reach booming markets

Artificial intelligence can have astounding power, and I've helped many IBM software teams to convey those capabilities.

But artificial intelligence can also have astounding demands for the systems that bring its capabilities to life. So, the IBM hardware team had a story to tell, as well.

Sumit Gupta, IBM Vice President for High Performance Computing, AI, and Machine Learning, had pushed his team to develop hardware that was ready for astounding performance. It was the story of IBM PowerAI.

IBM Systems magazine asked me to interview Gupta, and to share that story.

IBM Systems
magazine

The Art of the Possible

When you're big, it's tough to be quick. The artificial intelligence (AI) boom has sent some startups soaring into the future, but it's left some big enterprises planted in the past.

"Every industry is being disrupted by AI startups... It's 'the art of the possible.' All of these companies are proving what's possible and forcing enterprises to look at emerging technologies to figure out how they can provide value to clients, improve services and optimize business processes," Gupta says.

In the next year, enterprises will try to refine strategies and make bigger investments in AI—but many struggle with where to start. Enterprise teams need an AI platform that's ready to work.

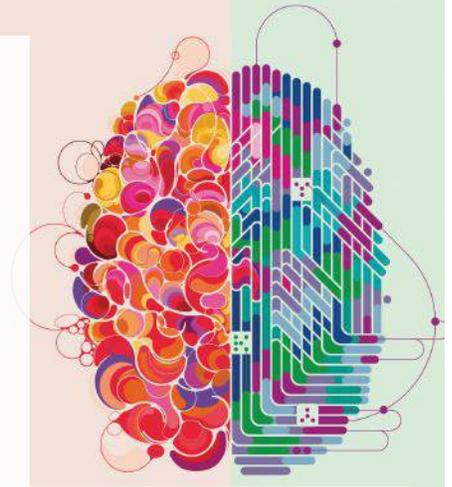
"I was describing a describing a high-end hardware system designed for AI to a major financial client in London," Gupta recalls. "And the client said, 'I like that, but can you guys give us the AI software? Can you guys precompile it? We don't want to download and compile the open source.'"

The client explained that corporate policies didn't allow the team to download open-source software. And every time the team downloaded approved source code, they spent up to a week compiling it and setting it up. Plus, they had to fend for themselves with no real support.

Gupta realized that his hardware team needed to expand its scope.

"I remember coming back and telling the team, 'Let's make a software offering,'" he says. "We completely changed the plan."

And that's how IBM PowerAI was born. ...



I help small companies reach big investors

Many venture capital firms only connect disconnected investors with mid-market companies.

Clty Capital Ventures was founded by investment veterans who saw an opening: Provide capital—and connections—to small companies with the markers of big potential.

I helped City Capital Ventures clarify and communicate its message and vision across its commumincations.

Then, we captured the innovative insights that make this firm a small company's bridge to big opportunity.

CITY CAPITAL VENTURES
VENTURE FORWARD

Start small. Think big.

We invest in small companies with big potential at moments when capital, know-how, and people can unlock great results.

BESPOKE CAPITAL

We believe a company's capital should be as custom-tailored as its culture, especially for the small companies that are often underserved by today's mainstream private capital markets.

We use our creativity and flexibility to pair capital with companies in a better way.

We tailor the structure, size, and timing of every investment we make, and involve value-added investors from our network who contribute strategic experience and expertise.

Text from the City Capital Ventures website

I help shock freezers reach cozy kitchens

The Italian culinary brand Irinox wanted to give global connoisseurs the power to capture fresh food in their homes—with an in-home shock freezer.

Irinox created the “Freddy” and, to introduce Freddy to the U.S., we needed language that both explained and enticed. We needed to make a little shock freezer seem warm, simple, and essential.

I started with a tagline:
Don't just keep the food. Keep the fresh.

With this theme in mind, I wrote web, marketing, and sales copy to explain how a little steel square could bring beauty and warmth to your home.



Don't just keep the food. *keep the fresh*



raise your *expectations*

The best food is fresh—it is lush with natural moisture, flavor, texture, fragrance, and nutrition.

Food loses its natural qualities during the long process of cooling in a traditional refrigerator or freezer.

Freddy blast chills and shock freezes food so it stays perfectly fresh.

Don't just keep the food.

keep the fresh



Text from the Irinox Freddy US product brochure

I help craftsmen reach connoisseurs

In the heart of France, the La Cornue factory has been fashioning beautifully hand-made oven ranges since 1908.

These ranges exhibit such classic craftsmanship that they are heirlooms, passed down for generations.

You might ask:
How does La Cornue compare with the
current industrial fashion in kitchen
appliances?

The answer is that La Cornue is crafting
the most luxuriously exquisite culinary
masterpieces the world has ever seen.
So, we told that passionate story.
We showcased that opulent legacy.

Now, you might ask:
How does anyone else compare
with La Cornue?

LA CORNUÉ

The pure materials, experienced craftsmanship, and enlightened innovation of Château ranges offer uncompromised culinary performance that is unsurpassed by any other model, residential or professional.



Craftsmanship

Albert Dupuy designed the original La Cornue oven with French pastries and roasts in mind, and over the past century La Cornue ranges have become a part of French history—an icon of French cuisine.

That reputation is founded upon tradition, and fortified every day by those who build, refine, test, and polish each La Cornue.

True excellence can only be achieved when every step is a pursuit of perfection.

As a result, the La Cornue name represents a renowned spirit. Gourmets worldwide dream of capturing that spirit, and setting it in the heart of their homes.

Text from the La Cornue US gallery catalog

I help **technical clothes**
reach
tiny explorers

Bushbaby sells outdoor apparel for kids.
But kids aren't climbing mountains.
So how do you help your audience
see the need?

The truth is that
kids have adventures.
One of their days can hold more
running, climbing, and jumping than
most adults ever see.

So, choosing the tagline
"little adventures," I wrote the copy
with a storybook theme.

The tagline and story paired with
a communication plan to
carry the theme
along on its
adventure.



Once there was a girl who loved Adventure.
She brought it with her everywhere she went.
Adventure and the girl explored the world
to find everything, and everything it meant.

As the girl grew up, Adventure grew up too.
They travelled farther out and then beyond.
They learned about the places that they saw,
and about themselves, and their own
special bond.

Adventure led the little girl away
to Costa Rica, Europe, Kenya too,
but then it brought her all the way back home
to share the things she saw and felt and knew.

Text for the Bushbaby website