

red writing
portfolio



I help classic traditions
reach
current trends

There is value in tradition.

But tradition can struggle to find a voice in the realm of innovative design. To share the substance of classic craft in the context of current style requires a balanced approach.

Tradition has a story to tell. It tells about the sensory depth beneath the surface of perfect design. It tells about the fulfillment of touching the practiced pursuit of perfection.

It tells about the sight, the sound, and the spirit we seek—a place where beauty has depth.

O'BRIEN HARRIS

FINE FITTED FURNITURE



Workshop

In Grand Rapids, Michigan, the O'Brien Harris Woodworks pulses with the sound of saws and sanders.

Here, light streams through sawdust clouds that are wet with the smell of fresh-cut wood. Here, O'Brien Harris has the heart of a timber company. Days are measured out in a thousand decisions—choosing perfect cuts and thick proportions—with each choice bearing the weight of our reputation. You can feel it in the grain of each piece.

O'Brien Harris is an expression of traditional American craftsmanship that is honed by heritage, skill, and uncompromising standards. Grand Rapids has long been a worldwide hub for fine furniture. We are proud to help this craftwork carry on, and honored to be a page in this tradition. For more than one hundred years, the Grand River brought the region's timber to workshops that refined it into a rich reputation. Today, O'Brien Harris still selects only the finest ethically sourced woods from US timber farms.

Classic British cabinets are made of oak, walnut, or maple—woods that provide a timeless palette. With dovetail joints and custom finishes, we form these woods into products of pride. We are perfectly precise. We collaborate with our designers to ensure that we do not miss details—or deadlines. We will create what you want, when you want it.

We own this. It is ours. Nothing bears our name unless it is made here, and nothing is made here unless it bears our name.

Here is where heirlooms are born.

Text from O'Brien Harris website

I help shock freezers reach cozy kitchens

Irinox is an Italian company that leads the world in industrial refrigeration. Irinox created a combination shock freezer and slow cooker for homes and named it “Freddy.” To introduce Freddy to the United States, we needed to make the little shock freezer seem warm, simple, and necessary.

The copy I wrote explained the advantages over conventional freezers, and it started with a tagline:

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

I created a lot of text for the Freddy website, brochure, and sell sheet. All of it helped to show how a square metal shock freezer could bring warmth and beauty to a 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? Well. La Cornue is crafting the most luxuriously exquisite culinary masterpieces the world has ever seen.

So, they tell that passionate story. They showcase that opulent legacy.

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

LA CORNUE

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 small companies reach big investors

A lot of venture capital firms only connect big investors with mid-size companies.

City Capital Ventures was founded by investment veterans who saw an opening: Providing capital and connections for small companies on the verge of big potential.

I worked with City Capital Ventures at their outset, as a thought partner and writer to help refine the message for their website, presentations, and communications.

Together, we formed language that precisely captured the innovative differentiators that make them a small company's bridge to 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 brilliant minds reach booming markets

Artificial intelligence is more than a trend.

I have written several pieces that helped IBM® illustrate the power of its artificial intelligence software solutions. But 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 seen that corporate clients needed hardware systems that were set up to drive cutting-edge AI solutions.

Gupta pushed his team to develop an answer: IBM PowerAI.

IBM Systems magazine asked me to interview Gupta and share the 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 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. ...



Text from IBM Systems article

I help **technical clothes**
reach
tiny explorers

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

I saw it this way: Kids have adventures.
In one day, many kids do more running,
climbing, and jumping than most
grown-up jackets ever see.

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

I followed it up with a communication
plan that help carry the new theme
and voice into the future.



little
adventures



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