



INFORMING ARTS

Christine Thompson | **Testimonials**

Enrique Godreau III, Managing Director, Voyager Capital

“Christine Thompson is an executive-level strategic marketer extraordinaire. Since 1992, my scope of engagements and collaborations with Chris has ranged from start-ups with business plans still warm from the printer to multi-billion-dollar market cap companies striving for even greater success. Her insights and strategic approach are consistently valuable, always stage appropriate, and remarkably actionable.”

Shivonne Byrne, Director | Brand & Content, Enterprise Marketing, Microsoft

“I’ve worked with Chris for many years since Aldus, and most recently when she ran a 3-year marketing strategy and ‘visioning’ session for the Enterprise Marketing Group — part of the \$20 billion Enterprise and Partner Group division here at Microsoft. It was a complex and challenging assignment, and as expected, Chris navigated her way through all with her exceptional intellect and strategic planning skills. The output was exactly what we were looking for — a visioning roadmap for the Enterprise Marketing team.”

Brian Donaldson, GM & VP: Primus (ATG), Vulcan and CourtLink (Lexis/Nexis)

“I rely on Christine for breakthrough thinking when navigating those inevitable changes in product or market strategy.”

“Christine brings a wealth of knowledge and experience, and a set of real world, battle-tested tools to help solve the difficult business or marketing issues I face.”

“Chris developed a strategic planning approach to get our people, process and strategies aligned — and our management team executing at a high level.”



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Lisa Wellman, former VP, Publishing, Entertainment & New Media, Apple

“Chris brings a clarity of thought and expression that makes working with her a pleasure and adds huge value. In fact, she delivers more value in her proposal than many vendors do in their final deliverables.”

Karl Siebrecht, President, Atlas, an aQuantive business unit (now Microsoft)

“I’ve turned to Informing Arts for strategy help at several critical junctures in Atlas’ evolution. Christine has been invaluable to me and my team, helping us crystallize business strategy and ‘brand DNA.’ Even while we were preoccupied with game-changing M&A negotiations, we trusted her discretion and level-headed approach to keep us on point. There are few other consultants I would have trusted with my most important customers at such a time.”

Hatsy Thompson, Consultant, Lucid Communication

“During the 15 years I’ve known Christine Thompson, she’s been my manager, colleague, client, and coach. In all these capacities, I’ve been impressed by how clearly she thinks, how effectively she frames problems, how skillfully she hears underneath what’s being said, how unwaveringly she sees things through, and how warmly she works with all kinds of people. If you need someone to guide you steadily and effectively through complex marketing situations, I can’t think of anyone I’d recommend more highly than Chris.”

[Note: Hatsy Thompson is unrelated to Christine Thompson.]

Debbie Woo, Senior Marketing Manager, Atlas

“Chris worked with me in 2007 as a consultant for an audit of our company brand. I felt immediately comfortable working with Chris, and felt we had chosen the right partner for the project. Chris demonstrated a strong grasp of our industry (having worked on previous projects with our executive team) and solid experience with strategic brand positioning. She asked the right questions to help us ensure that we were undertaking the steps that would give us the deliverables that we needed to launch our marketing communications efforts. Right up front, she helped provide structure and process around our endeavor.

Chris was a workhorse throughout the three-month project — interviewing our executives as well as senior managers from our top client companies,



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synthesizing information into understandable and usable form, and facilitating executive team meetings and helping drive the group to consensus. She was never afraid to ask tough questions. She pushed us to consider whether we were meeting not only our short-term needs, but our long-term goals. She kept us focused on the big picture and future implications of our decisions.

In the end, working with Chris helped us succeed in establishing not only a brand position, but a vision going forward for our company. The rigor she brought to the process gives us the confidence to move ahead with no reservations or questions about who we are.

Personally, it was an absolute pleasure working with Chris, and an incredible learning opportunity. For me, the junior member on this high-profile project team, Chris was not only my partner, but my coach. She provided guidance and encouragement throughout, and her sense of humor helped to smooth out some of the bumps and frustrations that we encountered.”

Villette Nolon, President & CEO, HomeSavvi; Board member, Seraph Capital Forum

“Chris Thompson is an outstanding strategist who immediately translates business objectives into high-impact action. She is a clear communicator, efficient in her work style and a pleasure to work with.”

Tony Rojas, President, Two Degrees, and former co-CEO, Corbis

“Christine is a jack-of-all trades, she facilitates strategic planning, conducts focus group sessions with customers and employees, doubles as a “ghost writer” for your strategic plan, and more.”

“She tells you what you don’t want to hear. In strategic planning sessions, the people inside our company may have a shared perspective, but our clients may have a completely different perspective. She will always speak up if she believes you need to hear something that you and your team are missing.”

“Having worked with Christine for over a decade, I’m confident in knowing what she brings to the table — the value is tangible, and the leaders get why.”