



Consultant Profiles

Andy Havens

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Cofounder of Sanestorm, Andy has more than 15 years experience as a marketing consultant. He has been deeply involved in all aspects of strategic marketing planning, communications, brand building, marketing/sales training and many types of business writing.

Having been a graphic designer and copywriter, he knows the creative process from the ground up. Having managed budgets in excess of \$25 million, he understands the management process from the top down. Getting those two disciplines to meet in the middle is his bag. Andy primarily consults at the marketing management level, performing marketing audits, designing campaigns and strategic plans, developing training programs and helping identify appropriate marketing metrics for his clients.

Andy is an adjunct professor of marketing and advertising at the Columbus College of Art and Design, a lecturer on marketing and creativity topics and a corporate trainer. He also builds and plays mountain dulcimers, writes fiction and poetry, and is a self-esteem coach for troubled bassett hounds.

current projects

Andy is currently writing **“SANE Marketing Strategies,”** a book that details his marketing philosophy and strategies. The introduction is available for download at www.sanestorm.com.

Developed initially as an educational tool for use with children, Andy’s **“TaleWeaver”** system is a storytelling “game” that can help anyone broaden their creative potential. It’s also a neat way for marketers to take a break, get out of a rut, and think more expansively about the role of creativity in the marketing process. The entire package – including an instructional guide, set of cards and a related short-story – are available as a free download at the Sanestorm website.

Andy has written three children’s books for his son, Daniel. **“Aquabet,”** an alphabet of things oceanic (except for one) is available for download as a PDF. We’re looking for a publisher for “Aquabet.” If you know anyone who does that crazy publishing thing, have them give Andy a buzz.



John C. Havens

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John is a cofounder of Sanestorm and the author of three published nonfiction titles, a novel, numerous articles, press releases, and corporate scripts. He is also highly experienced in the arts of ad copy, business writing, and biographical writing/interviewing. John is an accomplished actor, having appeared in principal roles on Broadway, in major motion pictures, and television.

As a musician/performer, John is also a professional harmonica player and MC with the "Face The Music Blues Band." John believes his "three-vocation approach" to life (writing/acting/music) creates a natural symmetry in his work; each realm of experience enhances the other two. The combined benefits of these disciplines are then applied rigorously to each new project placed in John's path.

MJ Clark

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M.J. has worked in communications for more than 15 years, focusing specifically on strategic public relations and marketing for the past 10. She is Accredited in Public Relations and is the 2004 president-elect of the Central Ohio Public Relations Society of America, an organization of more than 400 communications professionals. Her expertise lies in creating strategic and measurable marketing, public relations and media plans. She has counseled leaders in organizations from non-profits to law firms in media relations and conducts corporate media training. She is a frequent guest lecturer at colleges around Central Ohio.

M.J. has a passion for writing. She is a freelance reporter for Columbus Business First and has also written copy for corporate training manuals, newsletters, Web sites, Op-Ed pieces, magazines, speeches, statewide campaign booklets, and much much more. M.J. approaches clients with a writing versatility seldom matched and a knack for finding just the right tone for each audience.

The broad knowledge base M.J. taps in serving her clients comes from her diverse professional experience. She has worked for several professional service firms, non-profits, newspapers, a Fortune 100 communications corporation, and both the state and federal government. In serving these companies, M.J. has developed an expertise in communicating effectively with people of different ages, races, educational experiences, religions, economic backgrounds, and social environments. She has used her experience to help clients form alliances with other groups in their field or in the community that they would have previously not approached because of some of these differences. She has worked in very fast-paced, deadline-driven environments and also in slower-paced, long-range planning environments. The result is a very adaptable, effective communicator and consultant.

M.J. is a graduate of the Ohio University Scripps School of Journalism and is enrolled in The Ohio State University's journalism and communications master's program commencing in the fall of 2004.



JB Lawton III, PhD

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JB is a self-directed professional with twelve years experience developing, planning, and implementing political and advocacy campaigns. An excellent researcher, writer, and public speaker, he is a detail-oriented expert in strategic communications. A graduate of Harvard University (A.B.), the University of Nevada, Las Vegas (M.A.) and the Ohio State University (Ph.D.), J.B. brings a wealth of experience to strategic communications and advocacy campaigns. Over the past decade, he has worked on political campaigns from the local to the national level, running the gamut from research and media to event and field organizing.

An expert in political communications, Dr. Lawton wrote his dissertation on the 1996 national conventions as theatrical spectacles. He has presented papers at numerous national academic conferences. Articles about his work have appeared in the Associated Press, the Chicago Tribune, and the Chronicle of Higher Education. Most recently, Dr. Lawton co-authored three public policy reports for Community Research Partners, a nonprofit collaboration between the City of Columbus, the John Glenn Institute, and the United Way.

In an earlier life, Dr. Lawton taught high school English in Hawaii and Connecticut. He has also worked as an actor and a DJ.

For a very interesting read, check out the abstract and introduction for JB's doctoral thesis, "Performing Politics." It's available as a free download at www.sanestorm.com For a copy of the entire thesis, contact JB directly.

Gabe Shultz

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Gabe is a fresh mind in the worldwide design community. His belief in the virtue of simplicity and his understanding of modern print and interactive design concepts have garnered him work with a number of clients in both the United States and the UK. This, coupled with a fierce traditional work ethic à la Columbus College of Art & Design, makes him more than familiar with tight deadlines and long hours.

Though much of his work has been in print and web design, Gabe also has experience in typeface design, copy writing, music production, and product design. His diverse body of work descends from one strategy: develop and work from a focused conceptual foundation. From there, Gabe can potentially grow a project into any number of collateral pieces - in any medium.

Gabe's work is featured in depth at www.gabeiscreative.com.



Kim Proxmire

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Kim has managed and implemented marketing programs for 15+ years. Her strength and focus is in advising organizations on marketing strategy, investments and resources that impact overall business goals. Her senior-level marketing experience allows Kim to develop, structure and execute: focused marketing programs; organization, industry, individual and niche strategies; and targeted branding campaigns. Her tactical experience includes the creation and redesign of Web sites, collateral materials, advertising campaigns, and printed materials.

Kim has developed programs for small, mid-sized and large businesses and has served at senior-management levels, giving her the ability to bring both marketing and high-level business skills to her clients. As a marketing strategist, Kim works with management, industry and segmented marketing groups to identify and respond to marketing opportunities. She has also counseled her clients in the preparation of and response to proposals and business opportunities. Kim has held decision-making and implementation responsibility for budgeting, sponsorships, communications, advertising, client-relations programs, and event planning initiatives.

On a more personal level, Kim has developed and taught individual training and coaching programs for young professionals on the skills necessary for sales, business development, client relationship management and communications.

Jennifer Cross

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Jennifer is a writer, editor and all around logophile. She is the former Sales Director for Jungle Media Group, publishers of "Jungle Law" and "Jungle Magazine" (formerly "JD Jungle" and "MBA Jungle"). She has been involved in strategic planning, marketing and advertising campaigns with global law firms for more than 5 years. Jen has also been involved in the wonderful world of event planning, having overseen the creative process for the LexisNexis "Your Future" career seminars.

Her online writing credits include contributions to Knotmag.com, blacktable.com, and gonomad.com. She is also the co-founder of www.bitchcanread.com, the infamous, virtual (and sometimes live) New York City book club.

Jennifer lives in Barcelona, Spain, where she is working on her first novel. She is deeply proud that this short biography has required the use of the word "jungle" so often in such a small space.