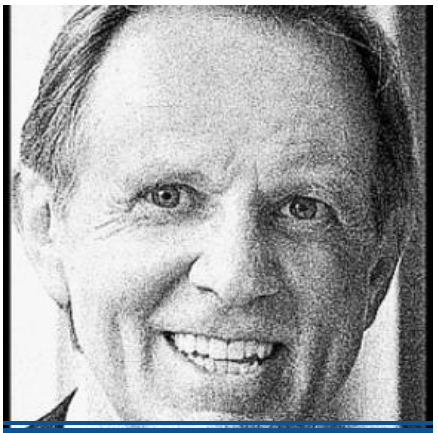
# GREGORY PETERSON, JD

*Writer & Communications Consultant*




Boston MA

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linkedin.com/in/gregorypeterson

gregorypeterson.contently.com/


## SOCIAL MEDIA LINKS

Gregory Peterson - LinkedIn

Gregory Peterson - Twitter

Gregory Peterson - Contently

## WRITER & COMMUNICATIONS CONSULTANT

**Experienced writer and communications advisor on legal matters, technology, and public affairs. Gregory works with lawyers, consultantants, and other professionals to produce information that is strategic, memorable and persuasive. (Click here for general writing samples.)**

## GREGORY PETERSON TESTIMONIALS

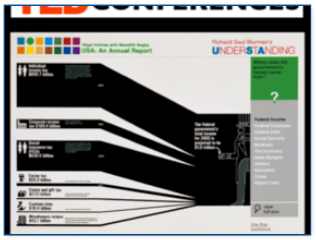
Special Counsel Testimonial

Online Testimonials

Boston Globe Testimonial

## WRITER & COMMUNICATIONS CONSULTANT

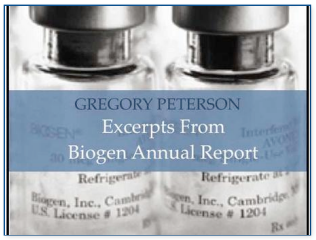
PROJECT HIGHLIGHTS



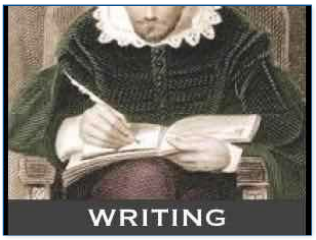
TED Book + Conference Dir.

Researcher & Writer

Editor & Presentation Coach




Corporate Communications




Writing Portfolio

Ghost Writer & Advisor

## GREGORY PETERSON EDUCATION

Communications , Law, and Public Affairs Studies

Harvard Master's Degree

Wm. Mitchell Law Degree

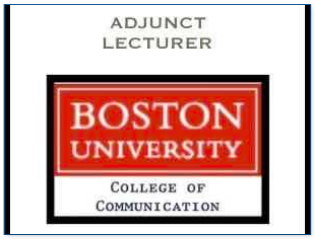
Harvard Leadership Program

## GREGORY PETERSON EXPERIENCE

Communications Consultant

Biogen Public Affairs VP

TED Project Director



Communications Lecturer - Adj...

Communications Director

Radio Magazine Staff

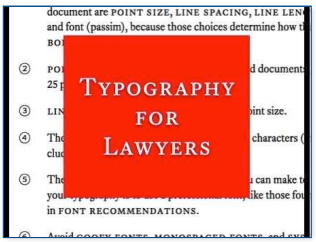
## LEGAL COMMUNICATIONS — WRITING EXAMPLES

Cybersecurity White Paper - Gr...

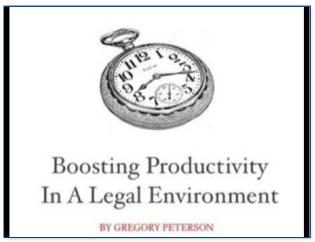
Legal Productivity - Gregory Pe...

Corporate Legal Department St...

Legal Employee Brands - Grego...

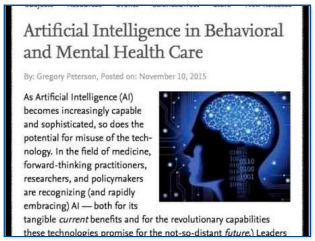


Typography for Lawyers - Greg...



Legal Productivity Post - Grego...

## WRITING SAMPLES: TECHNOLOGY



Elsevier - AI Book Review

Gregory Peterson - Boston Writ...

Gregory Peterson - Boston Writ...

## WORK HISTORY

### Writer & Communications Consultant

#### Archetype Communications

Provide writing and legal communications consulting — including public affairs, reputation management, marketing communications, presentations and thought leadership. Clients have included leading organizations such as: The Boston Globe; Special Counsel; The Boston Consulting Group; and Fidelity. As adjunct faculty at Boston University's College of Communication, taught the "Business and Society" course.

### Legal Department (Vice President, Public Affairs)

#### Biogen

Responsible for all aspects of corporate communications and the management of public relationships. Reengineered communications operation, to markedly improve cost-effectiveness and impact on organizational objectives. Designed and implemented a comprehensive branding program to define, differentiate and

communicate the company's global identity. Instituted strategic media campaigns – achieving branded message placements in key industry publications and in global business media. Scripted speeches, designed presentations and coached executives for key appearances.

### Project Director & Contributing Author

TED Conferences

Directed TED Conference's "UNDERSTANDING USA," a project using "information architecture" to examine 100 topics in American current affairs. TED has become recognized as the world's premier forum for "game-changing" ideas and "best of show" speakers.

### Communications Director

MN Governor's Office

(Leave-of-absence from PSB PR. Appointment to Governor's Office, followed by Bush Leadership Fellowship at Harvard Kennedy School.) "Turnaround" assignment for Minnesota's longest-serving governor -- to reengineer communications and public relationships with media, constituents and special interest groups. Created and managed communications department and coordinated a network of public affairs officers. Promoted from Public Information Director to Communications Director, a key staff role with responsibility for policy initiatives, media strategies, constituent relations, major public events and crisis management.

### VP Public Affairs, Director International

Padilla Speer Beardsley Public Relations

Launched and managed practice area specializing in global communications. Extensive travel, public speaking and collaboration with clients and consultants around the world. Provided counsel and executed communications campaigns for corporate, nonprofit and government clients. Active in managing the practice, generating new business, community service.

### Magazine Staff Member

Minnesota Public Radio

Writing and marketing support for MPR's monthly magazine.

### Writer: "Governor's Report on Environmental Quality"

Minnesota State Planning Agency

Researcher and writer on environmental affairs

### Juris Doctorate

William Mitchell College of Law

### MPA

Harvard Kennedy School

Bush Foundation Leadership Fellow

### Certificate

Harvard Kennedy School

Leadership Program for Sr. Executives in State/Local Government

### Certificate

Humphrey Institute of Public Affairs

Humphrey Leadership Fellow

### BA

Augsburg College

Double Majors: Communications & English Literature.

Junior Year Abroad at Schiller College (London)

## PROFESSIONAL INVOLVEMENT

**(Current & Former Organizations)**

Law Office Mac Group (Mass. Law Office Mgt. Assistance)
Boston University College of Communications, "Business & Society" Lecturer;
Global Business Network (GBN) Scenario Training Program;
M.I.T.–Harvard "Public Disputes Program";
Harvard Medical School "Risk Communication" Program;
Harvard Kennedy School Negotiations Seminar;
Harvard Law School "Internet & Society" Program;
Harvard GSAS "Preventing Disasters & Minimizing Consequences" Program;
Global Business Network "BioFutures" Program;
Bush Foundation Leadership Fellow;
Humphrey Institute Fellow and “Reflective Leadership” Graduate;
Harvard Club of Boston / Harvard Faculty Club

# REFERENCES

References available on request

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