



## **2006 Technology Agency of the Year Schwartz Communications**

Schwartz Communications has developed a deceptively simple formula: it helps companies-primarily in the technology and medical technology sectors-obtain the kind of media coverage that turns technical innovation into market advantage. It's a formula that has paid off handsomely. Schwartz is now one of the five largest independent public relations firms in the United States, with fees of more than \$26 million (up 22 percent) in 2006 and more than 200 people operating from its Waltham, Mass., headquarters, its San Francisco office, and its first international location, Stockholm.

Co-founder and chief executive Steve Schwartz believes the firm works for more technology and healthcare companies than any other PR firm-of any size-and with 180 clients on the firm's books he could very well be right. Those clients turn to Schwartz first and foremost for its ability to provide both quality and quantity of impactful media coverage. The firm works hard to deliver a high volume of on-target, on-message media coverage that moves the needle in terms of awareness and understanding and is particularly effective in helping smaller, more nimble, entrepreneurial companies level the playing field against larger, big-budget competitors. It's an approach that makes Schwartz the agency-of-choice for entrepreneurial tech clients looking to level the playing field against larger entrenched competition or redefine the status quo in an industry sector.

New developments in 2006 included the creation of a new tool, Scout, which enables clients to track, monitor and impact editorial and commentary in the blogosphere and other online media, and the launch of a branded service using the latest in podcasting technology. Perhaps most interesting, though, was the launch of the firm's first overseas office in Stockholm, and the appointment of a former Schwartz employee Kristina Ebenius as managing director responsible for meeting the European PR needs of Schwartz's U.S. clients as developing business among European-based clients.

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