



WINNING STRATEGIES STRATEGIC COMMUNICATIONS

ADVERTISING | PUBLIC RELATIONS | DIGITAL CONTENT MARKETING

973.799.0200
WINNINGSTRAT.COM

ABOUT WINNING STRATEGIES

Winning Strategies is a strategic communications firm that integrates political strategy with advertising, public relations, and digital content marketing to help our clients advance their business goals.

Our Values

- **Listening to our clients**, to understand your goals and what success means to you.
- **Solving tough challenges through creativity**, to sustainably advance your business goals.
- **Delivering results that matter**, for your organization and your key stakeholders.

Our Approach

We use journalistic and political principles to help our clients translate complex concepts into compelling and relatable stories, enabling them to connect with customers and stakeholders on a more personal, human level through digital and traditional media.

Creating connections through communications today means reaching people where they spend most of their time – online.

U.S. adults spend an average of [11 hours per day with digital media](#). This is why [digital engagement](#) is at the center of what we do.

Our strategic communications professionals are continually trained and evaluated on their knowledge of digital and social media marketing methods through our proprietary online training platform, [Winning Strategies University](#).

Through our sister company, [Winning Strategies ITS](#), we provide a full complement of technology enablement services that enable us to implement any digital media solution, from website design and software programming to secure hosting and networking.

Our Philosophy

Our roots are firmly planted in the traditions of journalism and political communications and strategy. We were founded in 1995 by our chairman, Jim McQueeney, who was previously chief of staff to the late United States Senator, Frank Lautenberg, and prior to that, The Star-Ledger's Washington, DC, bureau chief.

Our philosophy is simple: When our clients win, we win. Our firm's name, spirit and dedication to our clients are what drive us.

◇ OUR SERVICES & CAPABILITIES ◇

ADVERTISING



Digital and traditional advertising are among the best ways to quickly and directly connect with customers and key stakeholders. We create compelling messaging, amplify it through stunning creative design, and strategically place it in media most likely to move your audiences to make decisions that favor your business.

Our Advertising services include:

- Copywriting
- Media Buying
- Graphic Design
- Print and Outdoor Media
- Cable Television Advertising
- Radio Advertising

PUBLIC RELATIONS



Credibility is one of the most vital assets you can own – and the news media play a vital role in shaping your reputation. We are experts in securing coverage for your business in media that your potential customers and key stakeholders rely on to form opinions and make purchase decisions.

Our Public Relations services include:

- Corporate Reputation Management
- Executive Positioning Programs
- Media Relations
- Media Training
- Crisis Communications
- Public Affairs and Issues Advocacy

DIGITAL CONTENT MARKETING



Technology reaches into almost every aspect of our personal and professional lives. To reach customers and stakeholders, your business needs to be highly proficient in digital content marketing. Winning Strategies will connect you with your customers and key stakeholders wherever they spend their time online.

Our Digital Content Marketing services include:

- Website Design, Development, and Optimization
- Digital Display Advertising and Banner Ads
- Search Engine Advertising
- Social Media Advertising
- Blogging
- Landing Page / Sales Page Copywriting, Design, and Optimization
- Digital Imaging and Graphic Design
- Online Video Production
- Podcasting and Audio Production
- Content Syndication and Campaign Management

◇ OUR TEAM ◇

JIM MCQUEENY

CHAIRMAN



Jim McQueeney has built a varied and extensive career in journalism, government service, communications and marketing. He has appeared as a guest expert and issues analyst on numerous radio and television news and issues programs, including ABC's *Good Morning America*, FOX News, NBC's *Today*, CBS's *Evening News* and CBS's *Good Morning*. Jim has contributed articles to major publications such as *The Washington Post*, *The New York Times* and *Newsday*, among others.

Before forming Winning Strategies, Jim served as chief of staff and spokesman for United States Senator Frank Lautenberg and in the Carter-Mondale 1980 Presidential campaign. He also served as communications director of the New Jersey General Assembly and a White House Bureau Chief and reporter for the Newark-based *The Star-Ledger*.

He also shared in the 2005 Pulitzer Prize award to *The Star-Ledger* with his lead opinion editorial analyzing former New Jersey Governor James E. McGreevey's resignation.

The International Public Relations Association named him as its representative to the United Nations Department of Public Information in 2008, and he serves as a juror for the National Academy of Television Arts & Sciences Emmy Awards.

MICHAEL ESTEVEZ

EXECUTIVE VICE PRESIDENT



Michael Estevez is executive vice president of Winning Strategies. In this role, Michael oversees the firm's operations and is responsible for ensuring its team delivers exceptional client service across all of its service platforms: earned media, digital content marketing, social media engagement, digital advertising, and analytics.

Michael rejoined Winning Strategies in 2014, following a prior tenure from 2002 until 2006. During his initial time with the firm, Michael managed public affairs accounts for clients that included a statewide public affairs campaign on behalf of Verizon New Jersey to update the state's cable TV laws to enable introduction of its FiOS home fiber optics service.

Prior to returning to Winning Strategies, Michael held successive positions with communications firms in New York City. He has international experience across a range of communications disciplines that include corporate and executive positioning, change management and employee engagement, crisis communications, public affairs, and corporate social responsibility. His clients have included Starbucks, General Electric, Samsung Electronics, MetLife, Yale University, Johnson & Johnson, and Verizon Wireless.

Michael graduated from Rutgers University in New Brunswick, NJ. He received his Juris Doctor from Rutgers University School of Law – Newark, through its part-time evening program.

BEN MARTIN
DIRECTOR, CLIENT SERVICE



Ben brings an extensive background in public relations and marketing for healthcare, health information technology and related industries from both the agency and client perspectives.

Before Winning Strategies, Ben was the Communications Manager/Director of Marketing for Saint Clare's Health System, a multi-hospital system based in northwest New Jersey. From this experience, he offers a depth of understanding and experience in the complex nature of the healthcare industry in the New York tri-state area and beyond. Prior to that, he spent a number of years in the agency marketplace working with clients in healthcare, pharmaceutical and healthcare informatics industry segments.

Ben holds a B.A. in Communications and a M.A. degree in Public Relations and Marketing from Rowan University.

SUZANNE ROWLAND

DIRECTOR, DIGITAL STRATEGY



Suzanne keeps Winning Strategies on top of and ahead of trends in online marketing and digital strategies.

From her 10 years in online news, she has studied the behaviors of web users and discovered what makes them click. Her work with clients such as Verizon, Ford and Allstate and the New Jersey Department of Health and Senior Services have led to achievement of clients goals along with awards and accolades.

Prior to joining Winning Strategies, Suzanne was Managing Editor of ABCNews.com, where she oversaw online news reports and monitored analytics. Her career in journalism started at the Associated Press where, as Senior Producer, she supervised a team of 25 in creating online news reports for the world's largest news-gathering organization. She earned a Bachelor of Arts degree in Journalism from Rider College.

ADAM DVORIN

DIRECTOR, MEDIA RELATIONS



Former journalist and public relations veteran, Adam Dvorin has worked with Winning Strategies for more than a decade, handling a variety of national and regional media relations projects in a variety of sectors, including healthcare, transportation, utility, consumer, non-profit, hospitality and retail sectors of public relations.

Under his direction, Winning Strategies clients have achieved media placements in such top tier outlets as CNN, MSNBC, Fox News, The Wall Street Journal, The Washington Post, The New York Times and USA Today. A recipient of a national gold key from the Public Relations Student Society of America (PRSSA), Adam earned a bachelor's degree in Communications from Rowan University.



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