

## Positioning CTO with European Editors

**Client:** Avocent

**Objective:** To position the Avocent US-based CTO Ben Grimes as thought leader for general IT industry comment with UK and German editors.

**Activities:** Napier aggressively pitched Ben for interviews, contributed articles and comments in all key trade, vertical and business press from opportunities arising through telephone and email outreach campaigns. Napier also identified a press tour opportunity in which Ben could meet face-to-face with key editors during a visit to the UK.

**Results:** This successful campaign positioned and strengthened Ben Grimes as a thought leader within the IT industry, particularly for 'current' trends, IT and infrastructure management issues. Ben met with key editors in both the trade and business press, wrote articles and participated in several interviews. In just eight months, we placed eleven contributed articles and facilitated three interviews, one of which was the business press title – The Daily Telegraph, and a comment request from the business press title, Director.