



# STRYKER- MUNLEY GROUP



PUBLIC RELATIONS  
MARKETING COMMUNICATIONS

New York • Chicago • Los Angeles • New Jersey • Pittsburgh  
Sacramento • Silicon Valley • St. Louis • Tampa Bay

## ABOUT STRYKER-MUNLEY GROUP

### About Us

[www.strykermunleygroup.com](http://www.strykermunleygroup.com)

Stryker-Munley Group (SMG) is a national agency offering the expertise, breadth of talent and geographic footprint of a large firm, while providing the expertise and close consultative working relationship and lower costs normally associated with a small boutique firm.

Originally founded in 1999, we are proud to present offices in Chicago, Los Angeles, New York, Pittsburgh, Sacramento, Silicon Valley, St. Louis, New Jersey, and Tampa Bay. All Stryker-Munley Group offices are independently owned by seasoned professionals who are leaders in their respective markets.

Our people have held senior-level positions at some of the largest and most respected firms including Burson-Marsteller, FleishmanHillard, Ruder Finn, and others. We have worked for diverse organizations ranging from Fortune 500 companies including Apple, Microsoft and Genworth Financial, to the St. Louis Rams, Harvard University and the Chicago Teachers Union.

Showcasing our expertise and giving back to our communities, our offices often provide pro-bono work to non-profits, and our leaders frequently teach courses at universities including Cal State Fullerton, George Washington University, University of Pittsburgh and Trinity University.

The company supports 3Strands Global Foundation to help end human trafficking around the world and encourages our clients and partners to join us in the fight.

## OUR SERVICES

- Strategy
- Branding and Identity Packages
- Messaging Platforms
- Media Training and Relations
- Issues and Crisis Management
- Copywriting
- Graphic Design
- Print and Digital Collateral
- Website Development
- Online Advertising, Reporting and Analytics
- Social Media
- Advertising
- Product Launches
- Analyst Relations
- Content Marketing
- Crisis Management
- Destination Marketing
- Executive Branding and Reputation Management



WHETHER YOUR NEEDS ARE TO CREATE AWARENESS,  
CHANGE PERCEPTIONS, LAUNCH A NEW PRODUCT,  
DRIVE SALES OR MANAGE THROUGH AN ISSUE OR CRISIS,

- WE'LL TAKE YOU THERE.

#### THE MARKETS WE SERVE

Education

Hospitality, Food and Beverage

Technology (Clean Tech, Ad Tech,

Biotech, Ag Tech)

Consumer Products

Political Campaigns/Public Affairs Public

Utilities

Sports Marketing

Philanthropy

Publishing

Finance

Real Estate, Land Use/Development

Entertainment

Building Materials

Non-Profit





## THE TEAM

We are proud of our leadership team of seasoned PR and marketing professionals. Although supported by local teams in each office, we thought you'd like to learn a bit about our local presidents. Find more detailed information on each individual and their office at [www.strykermunleygroup.com](http://www.strykermunleygroup.com).

**CHERYL KLUFIO, MBA**  
President, Stryker-Munley Group – Tampa Bay



A strategic communications, public relations and marketing leader, Cheryl has a strong track record of building powerful brands at Harvard University and Microsoft Corporation, among others. Fluent in several languages — including English, French and Spanish — and able to work fluidly across cultures, her international experience spans America, Europe, Asia, Africa and Oceania. Cheryl has specific expertise in global destination marketing.

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**ALLISON COLLINGER**  
President, Stryker-Munley Group – St. Louis




Allison Collinger and the team at Stryker-Munley St. Louis provide strategic communications, planning, training and facilitation services to a variety of clients. The SMG-St. Louis team brings an unsurpassed level of strategic thinking, storytelling and thought leadership combined with a true passion for helping organizations of all sizes successfully reach their marketing goals. Alison's team is noted for their innovative pro sports philanthropy work.

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**TIM COX**  
President, Stryker-Munley Group – Silicon Valley



Before founding the Silicon Valley office of Stryker-Munley Group, Tim founded and ran a successful PR firm for 20 years. Tim was also the director of corporate marketing for Apple, where he managed the company's major consumer-focused corporate events and brand promotions. He has also held marketing roles at Autodesk, Alias|Wavefront, and Schlumberger.



JENNIFER BULOTTI, MPA  
President, Stryker-Munley Group – Sacramento



Jennifer is a seasoned professional committed to creating innovative strategic planning, attention grabbing media and marketing campaigns. Dedicated to taking a strategic, integrated and measurable approach for long-term campaign success, she offers a wide breadth of consulting experience. Her core areas of expertise are well-applied in the hospitality, entertainment, land use and technology industries.

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JEFF KRAKOFF  
President, Stryker-Munley Group – Pittsburgh



Jeff has owned his own firm 17 years but has worked for other agencies, corporations and trade associations. He previously served as senior director, Brand Marketing Practice at Burson-Marsteller, one of the world's largest and most-respected public relations firms. Jeff has been inducted into the PRSA Renaissance Hall of Fame (2011).

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DAN LAMOUNTAIN  
President, Stryker-Munley Group – New Jersey



Dan holds a BFA in Advertising and has more than 30 years' experience in communication design. Dan's background in design and illustration transcends computer graphics. He is a talented and diverse artist who has won numerous awards for graphics and has been published in numerous books and magazines. The New Jersey studio is comprised of a creative group of experienced designers.



DAVID THALBERG

President, Stryker-Munley Group – Los Angeles/Orange County



David Thalberg is a public relations agency veteran with 30 years' experience in the field. Working at agencies ranging from boutique to multi-national, he has led and executed strategic communications programs for numerous vertical categories. These roles included leadership positions as senior vice president of entertainment and technology divisions, as well as executive director roles overseeing complete agencies.

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ROSEMARIA DIBENEDETTO

President, Stryker-Munley Group – Chicago



A lifelong Illinois resident, Rosemaria DiBenedetto has a reputation both for her political acumen and her unique ability to create positive press for clients. As president of Stryker-Munley Group Chicago, LLC and president of Newsmakers, Inc. for the past twenty years, Rosemaria understands business operations, meeting client expectations, and producing results. Rosemaria is recognized for her political campaigns and in-depth public affairs program management skills.

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MIKE JAMIESON

Founder, Stryker-Munley Group – New York



Mike Jamieson is the founder of Stryker-Munley Group and president of the New York office. Mike's marketing experience spans more than thirty years, initially in advertising where his agency Jamieson Advertising grew to regional prominence. Mike has also been named one of the 40 under 40 executives to watch by New Jersey Business Magazine. Always at the forefront of technology, Mike started Jamieson-Jenkins Interactive when the internet was in its infancy. In 1998, in a move to merge public relations, marketing and technology into one cohesive marketing and messaging engine, Mike founded Stryker-Munley Group.

