



**Thomas Derr** has more than 20 years of experience providing high-level strategic communications, public relations and marketing communications services to a broad range of organizations, including financial institutions, professional firms, small businesses, institutions and nonprofits, governmental and public service entities, political organizations and candidates, and high profile individuals. His specific industry experience includes heavy concentrations in banking / finance / accounting; real estate; public policy and government relations; health care; legal/litigation support and technology.

He interacts on a regular basis with reporters and editors from around the nation -- including publications such as *The Wall Street Journal*, *The New York Times*, *The Washington Post*, *The Chicago Tribune*, *The Boston Globe*, *The Philadelphia Inquirer*, *Business Week*, *Time*, *Newsweek*, *U.S. News & World Report*, a wide range of trade publications, and representatives of electronic media outlets such as Reuters, CNN, *Dateline NBC* and various network and local affiliates. He also has extensive experience developing news sources and overseeing branding and image management via social media and internet forums.

In addition, he has been active in numerous community and local political activities, including election campaigns, support for environmental, economic development and education initiatives. He has provided on-air political commentary for local TV election coverage and was a founding board member of the Leo J. Ryan Education Foundation.

His bylined articles have appeared in publications such as *Focus* magazine (Philadelphia business newsweekly), the *Occupational Therapy Advance*, *National Real Estate Investor* and *Information Week*. He also authored the chapter/review on Philadelphia in *The Economist's Business Traveler's Guide to the United States* (Prentice Hall Press).

He has a BA degree in Political Science and Journalism from Penn State University and has undertaken graduate studies in Public Administration and International Relations at Temple University.

### Partial List of Clients Served

(Independently or in conjunction with previous business affiliations):

- Customers Bank / Customers Bancorp
- Integration (Internet banking consortium)
- Knoblauch Private Bank
- Price Waterhouse / PricewaterhouseCoopers (accounting/business consulting)
- Laventhol & Horwath (accounting/business consulting)
- Freeman, Zeller and Bryant (law firm)
- Pennsylvania Legislature
- Antioch University of Philadelphia
- Philadelphia School of Technology
- H2L2 (architecture)
- Urban Engineers, Inc. (engineering/design)
- SKF (manufacturer)
- Aydin Controls (technology)
- Aydin Computer Systems (technology)
- IPS / Studor (plumbing)
- Thomas & Betts (electronics)
- MACRO Systems (technology)
- Healthcare Resources Corp. (HRC)
- HUB Health Services (medical equipment)
- Homestead Home Health Services
- ACTS Retirement Communities
- Central Jersey Health Planning Council, Inc.
- Geisinger Medical Center
- Metropolitan Chicago Healthcare Council
- Talbot Drug & Alcohol Rehab Centers
- Philadelphia Coalition of Mental Health / Mental Retardation Centers, Inc.