

Lawren Communications helps high tech and clean tech companies execute profitable go-to-market strategies and effective communications for increased sales and market share.

Based in Silicon Valley, we work with Fortune 100 and up-and-coming companies to provide experienced program management and hands-on marketing assistance. All of our clients – companies like Applied Materials and Hewlett-Packard – are repeat customers, profiting from our proven ability to get their products successfully to market. References are readily provided upon request. View client success stories at www.lawrencommunications.com.

With a reputation for rapidly grasping the implications of high tech and scientific solutions, Lawren Communications renders complex technologies comprehensible and exciting to Main Street.

We excel in fast-paced settings and can hit the ground running to produce immediate results. We drive marketing projects to completion on time and within budget, whether it's pairing with management or building strong, focused teams across the organization to achieve your goals. We work with your in-house staff or bring in the expertise you need to get the job done.

We are committed to ensuring your corporate values and high standards are reflected in our work.

Product Launches and Marketing Programs

Get your products successfully to market. We're accustomed to creating plans and campaigns and rolling out go-to-market and lead generation programs. We manage brand and product launches, seamlessly handle program and vendor management, and empower sales and channels with the right information to close deals. A recent outbound marketing effort led to a 2008 Product of the Year Gold Award in its class.

Marketing Communications Strategy and Implementation

Garner the attention your product deserves. We can deliver the entire marcom value chain, from branding and naming, through messaging, to design and production of marketing and sales collateral. We work across all media, producing print and downloadable collateral, company websites, and content for online communities, video and podcasts. We also manage field and executive communications.

Marketing and Sales Tools and Processes

Demonstrate the value of your product to generate customer interest and leads. We're adept at producing product demos, ROI and other sales tools, and blogs. We know how to arm your sales force with training as well as competitive and product information for successful customer engagement. We've worked with the world's leading companies and can help you strengthen your organization with best practices. We've also re-engineered marketing operations to reduce time-to-market and improve efficiencies.



Celia Lawren, founder and principal of Lawren Communications, brings together the timely combination of energy, environment and high tech experience. As IT and 'green' power and practices converge, companies large and small are finding they need the help of professionals who can span these different worlds and help them communicate the value of their products and services.

Ms. Lawren's business-to-business marketing background and expertise in energy and IT-related technology make her an ideal consultant for clean tech companies who want to market their products and services to utilities and other enterprises. She is as comfortable helping enterprise companies bring products to market as she is working with nonprofit organizations to build capacity and promote their services.

In addition to her work with technology companies and utilities, Ms. Lawren has

held management positions in environmental and land-use planning and regulation with the states of California and Florida, and served as an environmental advocate in Washington D. C. She knows how to create win-win alliances among for-profit and nonprofit organizations and government. She is a published author of energy and environmental articles and has a M.S. degree in Environmental Management.

A committed global citizen, Ms. Lawren is a partner of the [Silicon Valley Social Venture Fund](#) (SV2), a venture philanthropy group that builds the capacity of nonprofits through grants and partner involvement. At SV2, she focuses on environmental and international microcredit issues as well as serves on the Partner Advisory Board. She has provided pro bono marketing and business development services to environmental and sustainability organizations like [Acterra](#) and [Sustainable Silicon Valley](#). Ms. Lawren has also served on the Board of Directors of [Women in Consulting](#), a nonprofit organization for top tier professional consultants. In her spare time, Celia enjoys writing poetry and cycling the back roads of the beautiful Bay Area.

You can reach Celia Lawren at celia@lawrencommunications.com.

“Celia Lawren’s ability to forge business partnerships and shape marketing programs relevant to customer needs turned this market segment around. Not only is Celia a creative marketer, but she also drives goals through to completion while maintaining excellent working relationships.”

VP Marketing & Sales