INCORPORATED

Janet Gillis

Janet Gillis has 25 years of experience in corporate communications, marketing, branding, intellectual property, trademark and copyright, and preparing companies for an IPO. She has worked in diverse industries such as construction, telecommunications, analytics, outsourcing, retail, franchising and publishing.

She brings a unique, holistic approach to communication, branding and marketing. Her strengths lie in listening to her clients needs and goals while providing an integrated plan that encompasses all aspects of the company which affect its ability to improve an image, increase sales, reach new markets, develop new products, and attract and maintain the best employees.

Janet began her career in the directory publishing industry with the Reuben H. Donnelley Corporation and later worked with Gannett Newspapers. In addition, she has helped smaller community newspapers regain their profitability and readership against larger neighboring metros.

She spent six years with EPIX Holdings Corporation ($2B annual revenue) during which time she held the position of Director of Corporate Communications. During her tenure with the company she created and managed company brands and brand image while raising awareness of the company within industry media and analysts pursuant to an IPO. She also developed strategic external and internal marketing and communications planning; executive communications; as well as benefits communications planning and implementation.

At VenVest, Inc., a venture capital company ($500M annual revenue) whose founders develop franchised brands in the home services market, her core responsibility was to create awareness of the company to analysts and other media in preparation to take the company public as well as developing strategic marketing and communications plans; board presentations, and brand management.

She is the principle of Sycamore Associates a consulting firm specializing in the planning and implementation of marketing programs, internal and external corporate communications, reputation management, benefits communications, crisis communications, corporate brand development and management, and trademark, copyright and intellectual property management.

Janet has attended Penn State University and the University of South Florida and holds an undergraduate degree in communications and a master's degree in business administration. She can be contacted at 813-785-9359 or jgillis1@tampabay.rr.com.