

**Janice Brown**  
& ASSOCIATES, INC.  
**Market-Moving Communications**

**Janice L. Brown**  
**President**

Janice Brown has been involved with early-stage technology and health-care companies since 1979 (beginning with Data General, Prime Computer and Computervision).

She has helped position and launch companies across a number of technology market segments including: biotechnology; business-to-business e-commerce; business applications software; consumer software; CAD/CAM and manufacturing automation software; database software; identity management, security and IT risk management software; Internet and broadband management systems; Internet and online information services; PC software; systems and network management software; software development and quality assurance tools; vertical-market applications software; and Web services and XML management software.

Through her work and writing, Janice has contributed to the definition and growth of a number of market segments, including XML Web services (Bowstreet, Swingtide), desktop marketing (Lotus), support chain automation/e-service (Motive), distributed systems management (Tivoli), CRM (InterActive WorkPlace), identity management (Waveset), the Video Internet (PeerApp) and Internet and online information services (Deja.com, ZiffNet, ZDNet, Industry.net, others).

Before forming Janice Brown & Associates in 1990, she was a group supervisor at Hill & Knowlton's Advanced Technology Division, where she managed large public relations programs for such technology clients as Computervision, Lotus Development Corporation, Prime Computer, NEC Supercomputers, the Arthur D. Little Center for Product Development, and the Open Software Foundation. In 1989, her worldwide communications program for the Open Software Foundation earned the Silver Anvil from the Public Relations Society of America, the "Oscar" of public relations programming.

As the first account supervisor and later vice president of Quinn & Johnson/BBDO Public Relations in the mid-1980s, Janice helped build the business from a small consumer PR firm to one of Boston's leading technology PR firms. At Quinn & Johnson, her clients included Computervision Corp., Index Technology Corp., Scitex America, CGX Corporation, and a number of start-up software and biotechnology companies. As vice president at Clarke & Company, Boston, she ran a health-care practice serving biotechnology, medical device, hospital, and health-insurance clients.

Her background includes public affairs, publications management, and media relations positions with Brigham & Women's Hospital and Liberty Mutual Insurance Companies, both in Boston.

She has been a guest lecturer on business communications and start-up PR at professional associations and universities, including the e-Forum and Spring Forum sponsored by the Amos Tuck School of Business at Dartmouth College.

Janice earned a bachelor's degree in communications from Simmons College.

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