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## **FOR IMMEDIATE RELEASE**

### **A.WORDSMITH ANNOUNCES WORK WITH NICE SOFTWARE AND MARQUAM GROUP**

PORTLAND, Ore. (April 21, 2016) – A.wordsmith, an Oregon PR firm specializing in thought leadership and content marketing, launches new programs for global technology company NICE Software, and IT consultancy Marquam Group.

Based in Italy with a US headquarters office in Houston, Texas, **NICE** delivers comprehensive grid and cloud solutions for companies and institutions, increasing user productivity to access applications and computing resources. A.wordsmith will be partnering with NICE to craft strategic thought-ware content relating to blogs, consumer case studies and product brochures.

**Marquam Group**, a Portland-based company, develops and implements technology solutions for business critical initiatives. As a Microsoft Managed Partner the team leverages deep technological expertise and an adaptive approach to help clients evolve through technology. A.wordsmith is leading a new corporate positioning exercise for Marquam followed by ongoing content generation.

### **ABOUT A.WORDSMITH**

Since 2009 A.wordsmith has been providing strategic communication programs specializing in thought leadership, content marketing and strategic counsel for clients with complex stories to tell and manage. Our team is comprised of expert public relations practitioners, all of whom have deep expertise in media relations, corporate positioning, strategic writing, brand identity, and marketing communications. Utilizing a variety of communication strategies, our specialty is implementing successful thought leadership PR programs that raise awareness of our clients as experts in their fields. Clients of A.wordsmith include ProKarma, Kavi, Micro-Pak, iFLY Portland, Marquam Group and Brandlive.

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