

## EMILY SCHERBERTH – FOUNDER, CHIEF CONNECTIONS OFFICER, SYMPHONY PR & MARKETING, INC.

Emily Scherberth is the founder and Chief Connections Officer of Symphony PR & Marketing, Inc., a consultancy focused on orchestrating meaningful connections both for established brands and start-up companies. With more than 14 years of experience in public relations, Emily specializes in branding initiatives, lifestyle marketing, product launches, integrated marketing communications campaigns and special events for digital media, consumer electronics, wireless, Internet, automotive, travel/hospitality, luxury and sports companies.

Prior to creating Symphony, Emily was the vice president of the consumer technology practice at Allison & Partners. Under her leadership, the practice grew by 400 percent due both to major client wins and organic growth. Emily led the company's competitive pitch for YouTube, which became the agency's largest client in September 2006. In addition to designing the reactive media relations response process for the online video leader, Emily provided internal communications and operations counsel and spearheaded major stories such as the Best Inventions of 2006 and the Persons of the Year for *TIME* Magazine. Emily and her team also provided weekly onsite support for the internal YouTube PR team as well as crisis communications counsel and media relations support.

Prior to joining Allison & Partners, Emily worked at Thunder Factory, an integrated marketing firm, where she helped win and manage several pieces of IAC business, including Citysearch and Chemistry.com. Before Thunder Factory, Emily worked in the Marketing Communications group at Fleishman-Hillard in both San Francisco and Los Angeles, where she managed several Yahoo! accounts including Yahoo! Autos, Yahoo! Search, and Yahoo! Movies. In addition to coordinating analyst tours and special events, Emily managed business, trade, and consumer campaigns aimed at building awareness and driving traffic for each Yahoo! property. In 2003, Emily also spearheaded a major branding campaign called the "Yahoo! Yodel Challenge" which featured a national search for America's favorite yodeler, based on Yahoo!'s popular television commercials. Through casting-call events in eight major markets across the country supported by a national media relations campaign, the program garnered more than 80 million media impressions, 1.5 million page views on the Yahoo! Yodel Challenge microsite, and even inspired a Yahoo! yodel joke on NBC's hit prime time series "Will & Grace."

Emily also managed business, trade, and consumer campaigns for Yahoo! Autos, Yahoo!'s online automotive resource. When Emily took over the account in August of 2002, the site was trailing significantly behind the competition, both in content and share of media coverage. As a first step in raising the profile of Yahoo! Autos, Emily led the team in developing creative consumer surveys that would grab media attention, while remaining true to the brand's "voice of the consumer" positioning. Surveys such as "Best Driving Songs of 2003" and "Do You Talk to Your Car?" generated coverage on outlets ranging from MTV's "Total Request Live" to CNN Headline News, and the *Los Angeles Times*. Ultimately, through a mix of these surveys, major new content additions, and a new analyst tour program aimed at educating the analyst community about the site's offerings, media coverage increased by more than 1000% from 2002 to 2003. As a result, Yahoo! Autos emerged as one of the major players in an extremely competitive online automotive segment.

Emily also has extensive experience supporting major product launches for General Motor's Pontiac division, Automobili Lamborghini and Indian Motorcycle. In addition to handling consumer lifestyle and automotive trade media relations for the debut of the Pontiac Aztek, Emily helped coordinate industry VIP events for General Motors. For Lamborghini, she was responsible for managing all media relations and auto show execution for the debut of the Murciélago, the exotic car manufacturer's first all-new model in 10 years. Emily also drove the media relations strategy for the debut of the 2002 Indian Chief, which featured the company's first new American-made engine in over 50 years. Highlights of her media placements include feature stories in *Forbes*, *Fortune*, *Automotive Design & Production*, *AutoWeek*, *Wall Street Journal*, *New York Times*, and the *Los Angeles Times*.

In the sports arena, Emily executed product launches, special events, and community outreach programs for Nike, while at Manning, Selvage & Lee. For the brand's Girls Only Sports and P.L.A.Y. Corps community outreach programs, she worked with high-profile athletes such as Lisa Leslie, Carl Lewis, and Michael Jordan to help showcase the benefits of sports participation in the lives of young people. In addition to supporting several Jordan brand product debuts, she also helped execute media relations programs for the launch of the 6453 brand, and NIKE iD, which helped evolve the concept of mass customization in athletic footwear.

Emily has a Bachelor of Arts degree in communication studies with emphases in rhetorical theory and organizational culture from Loyola Marymount University where she also teaches two courses on Public Relations.