

Premium Business Solutions

for technology leaders

Embedded

denotes something which is incorporated into its surroundings and reflects one of our key goals: that Embedded PR should be as much a part of the technology sector as the clients that we serve.

Originally born out of semiconductor expertise, we now represent companies across the globe and technology spectrum with a growing core client base from the renewable energy sector.

We bring to the table a depth of experience, which can be invaluable to start-ups and established firms alike.

Resourceful

Established in 2004, Embedded PR runs a diverse team of more than 30 high caliber professionals.

Personal histories include disciplines like journalism, linguistics, law, investment banking, semiconductor manufacturing, engineering and product marketing.

With our headquarters in Munich, the world's 4th largest technology cluster, our US headquarters in Pleasanton in Silicon Valley, and a number of strategic regional offices in the UK, France, Italy, and Eastern Europe, we are ideally positioned to serve the global interests of our clients.

Public Relations



for technology companies is our core expertise.

CIO



The
Economist

greentechgrid:

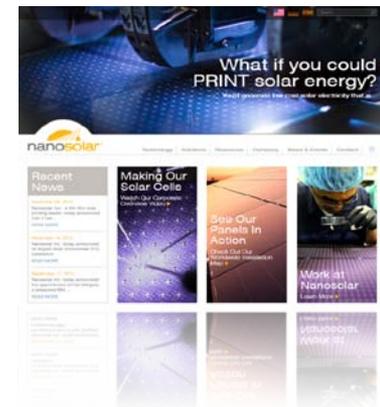


EE Times Group

... press and analyst relations, messaging platforms, thought leadership campaigns, positioning programs, executive interviews, speaking opportunities...

Marketing Communications

Form follows function. Our technical marketing team combines and converts technical and commercial data into appealing content.



... presentations, customer case studies, product flyers, manuals, technical documentation, distribution pitch packs, newsletters, websites, blogs ...

Business Development

Research-based programs to identify high value prospects and set up key prospect reception events to expand your sales pipelines and accelerate sales cycles.



Hotel Koenigshof, Munich



The Dorchester, London



Villa Merten, Frankfurt

... lead generation events for technology companies, qualitative market research, prospect identification, first contact and demand creation, event curation, contact database management...

Creative

Our technology expertise inspires and validates our creative work – in print, online, audio and video.



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SOLYNDRA®

Alternating Banner of a localized ad campaign [Click to watch](#)



... graphic design, desktop publishing with Adobe Creative Suite,
marketing collateral, banners, ads, newsletters, video and audio productions ...

Real-Time Localizations

Translation skills combined with technical expertise ensure professional localizations into other languages to protect your brand.



... brochures, case studies, datasheets, legal documents, technical manuals, online portals such as salesforce, video synchronizations, subtitling, online software tools, websites ...

Embedded Support

We offer you access to additional resources in public relations, marketing communications, sales and business development – as and when you need it.



Client References

“Power technology innovator Enpirion was recently acquired by [Altera Corporation](#). As communicated to the press, a large part of the value of Enpirion was its image and highly touted brand, which was synonymous to high density and innovation. The success of our brand in large part was the results of partnering with Embedded PR and their associated contributions to its creation and proliferation.

I have worked with Embedded PR for just under two years. During this time, we had a growing relationship from press relations in Europe to when I appointed them to be my highly trusted partner managing our worldwide PR and marketing communications.

The Embedded PR team under Anja-Maria Hastenrath's leadership is the top firm I have worked with thus far. They showed excellent creativity, high levels of organization, dependable follow through, and most especially a high level of independence. I was always delighted in seeing how we were able to have brainstorming sessions on press releases, case studies, tradeshow, press conferences, brochures, website, etc. and their perfect consistent follow through. This was highly important to us as we did not have the resources nor time for repeated iteration nor micromanagement. Embedded PR always aimed to exceed my expectations.

I would not hesitate to hire Anja and her team in the future. She is accountable for the results and indeed the fruits of our investment in Embedded PR are evident to the market place.”

Mark Cieri, Vice President WW Sales and Corporate Marketing, Enpirion

Client References

"I met Anja just after I took on the role of VP EMEA for [Solyndra](#) in 2008, a US start-up, which manufactured thin-film PV modules in cylindrical shape. Anja and her team managed my first PR campaign in Europe, which proved successful right from day one. Embedded PR quickly became our trusted localization partner and their US technical writers authored many of our technical documents, f.e. installation and design manuals, online software tools, etc.

When we began to actively market our products in the European marketplace, Embedded PR executed beyond our expectations. On a very tight schedule, they planned and executed our international inauguration events, case studies and videos, press tours, conferences, and product launches in Germany, Italy, France, Belgium, The Netherlands, UK, Greece, and the Czech Republic. Amongst their greatest achievement was the successful implementation of a series of international key account events, supporting our new distribution model focusing on larger corporations and real estate owners.

Both planning and implementation of all our campaigns have convinced me of their extremely good feeling for the market and the required sensitivity for using the right tools in an international environment. I highly recommend Embedded PR as an extremely resourceful partner to anyone who wants to market a product in a highly competitive international environment."

Clemens G. Jargon, Corporate Senior Vice President Solyndra, Inc.

27th May 2013

Client References

“Embedded PR was our pr & marketing agency, when I was VP Global Sales at [Nanosolar](#). Their deep knowledge of the international solar market segments and great contacts combined with an outstanding execution of advanced marketing concepts made them an invaluable consultancy to our organization. They carried out a very successful bankability event and drove two customer focus group initiatives in Germany and Italy. I fondly remember their competent and charming Spanish interpretation service in our customer project calls. They offer a unique blend of industry and media expertise, project management & communication skills. I highly recommend Embedded PR as a goal-oriented resource for any Sales, Marketing or Business Development organization in the solar industry.”

Stephan Hansen, EVP Global Sales at Nanosolar, formerly VP EMEA of First Solar.

“Embedded PR did wonders for us at [Enecsys](#) by establishing our company in Europe. This was no small task since our slice of the market, solar micro inverters, is a new product category set to displace an established incumbent technology. If you are looking for talented communications specialists that will dive deep into your value proposition, look no further than Embedded PR.”

Louis-Philippe Lalonde, VP WW Marketing & Product Management, Enecsys

Client References

“Embedded PR impressed me right from the start by their in-depth knowledge of the local editorial communities in our target regions throughout Europe and Israel. During the last 4 years, the Embedded PR team has helped to increase awareness of and strengthen our brand in the European marketplace. We have been very pleased with their capabilities, their strong relationships with the broad-base media groups, and their strong network resources.”

Cassandra Koenig, Americas and European Marcom Director, [Verigy / Advantest](#)

“It has been a pleasure to have worked so closely with you in spearheading many of the strategic public relations activities for [PerkinElmer](#) and [Excelitas Technologies](#) over the past years. You have been an invaluable extension to our small corporate team. We have made tremendous strides in building brand awareness and recognition for Excelitas Technologies as an independent company around the globe through public relations, creative print advertising, web, development of online programs, creation of first-class collateral, and a superb tradeshow presence. Your contributions and counsel have been invaluable and I have tremendously enjoyed our partnership.”

Francine Bernitz, Director Marketing, PerkinElmer / Excelitas Technologies

Access code

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