

## **LUCY M. PETERSON**

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Lucy Peterson is an internationally published business writer and communications consultant with more than 25 years of executive experience as co-founder of the private, full-service marketing firm Balboni Associates, Inc. In 1994, Ms. Peterson assumed sole ownership of the company and subsequently quadrupled its revenues while raising its profile domestically and abroad in the retail, industrial and professional services sectors.

Through Balboni Associates, Ms. Peterson provides essential communications to public and private companies in the areas of press relations, executive ghostwriting and speechwriting, investor relations, internal corporate communications, external market communications, advertising content and broadcast scripting. Her work is distinctive for the clarity and perspective it brings to complex subject matter. In 2006, her authorship of an annual report for a \$3.6 billion industry-leading public company received international recognition from a prominent business writers' association.

As an independent writer, Ms. Peterson is the author of numerous articles for industry-specific trade publications. She continues to accept freelance commissions in North America and Europe from leading business publishers such as Penton Media, the largest independent media company in the United States, and KHL Group, the world's largest supplier of international construction information via traditional and electronic channels.

Ms. Peterson began her writing career in 1980 as a commercial writer/producer and production supervisor with Park West Advertising, Inc. She is a past member of the Rotary Club and marketing advisory board of the American Cancer Society of Western Massachusetts, and is active in civic and cultural development efforts.

Ms. Peterson holds a Master of Business Administration degree in Marketing from Western New England College, a Bachelor of Art degree from Georgian Court College (now Georgian Court University), and has completed coursework at the Università per Stranieri in Perugia, Italy. She resides in Massachusetts.