

CFO

The Magazine For Senior Financial Executives

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To Whom It May Concern:

Professional, trusted, idea generator—and that's just to start. As an editor of a national finance magazine and Website, I welcome the opportunity to work with Nancy Wintner. Quite frankly, Nancy makes my job easier.

On average, I talk to 50 new public relations and marketing professionals a week; and most do not understand what an editor needs, wants, or likes. It is, to say the least, frustrating.

That is why Nancy is such a rare find in a market replete with underperformers. A seasoned media professional, she knows my market and understands the publishing business, which means her pitches and phone calls are always welcomed.

Nancy and I have worked together less than a year—yet, to steal a phrase from a former chief editor, "she is an instant like." Nancy and I quickly developed a strong relationship, built on trust and a refreshing exchange of information and ideas. Her comfortable manner and keen intelligence makes me feel as though I've worked with her for years.

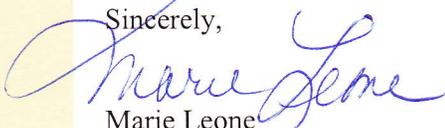
Perhaps more important, Nancy's ability to easily break into markets and develop contacts almost overnight is truly remarkable. She possesses a unusual combination of business savvy, creativity and intelligence that I don't find very often in media professionals. The combination makes her a true asset to local, national or international media campaigns.

From a process perspective, Nancy's follow-up is impeccable, and her sixth sense about what I need to fill out a story is greatly appreciated. Perhaps that is a function of being a veteran, which is also something that I appreciate, admire, and relate to.

A true professional in every sense of the word, Nancy's work ethic is a mix of diligence, high-energy, honesty, and intelligence. She seems to effortlessly create and facilitate opportunities for her clients—and for my readers. More important, she cuts to the chase. Her message is always clear, concise, and on target.

Nancy Wintner is a wonderful colleague to have in a world that needs more substance, and less fluff.

Sincerely,



Marie Leone
Senior Editor
CFO Publishing
New York, N.Y.

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Economist

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