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MARKETING

Communications consultant Monson to open in Healdsburg

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BY [LORALEE STEVENS](#)
BUSINESS JOURNAL STAFF REPORTER

HEALDSBURG – Melissa Monson is opening a branch of her communications firm in Healdsburg.

- [San Francisco marketing agency merges with San Rafael's Groove 11](#)

The long-time marketing professional and supporter of Sonoma County nonprofits will split her time between San Francisco, where Monson Communications has operated for 20 years, and Healdsburg, where she lives.

"I'm looking for office space currently. There's more than enough opportunity in the North Bay to justify a local presence," said Ms. Monson. "The wine industry, post-telecom startups and green tech are looking very attractive."

Her company works with investment banks and venture capital companies that send their portfolio companies to her for brand identification and polishing, road show preparation and pre-IPO grooming. It also works with private companies looking for the same services.

"Even in a recessionary economy companies know they have to focus on public relations," she said.

Monson Communications is a virtual company, using graphic artists in New York and New Jersey, video makers in the East Bay, road show production teams and other professionals in many locations.

"I've had employees, but I find it easier to work with people who don't need training and who are already at the top of their game," she said.

Ms. Monson just returned from the Hong Kong Regulatory Forum, where she lectured on Executive Presentation Skills – Effectively Reaching Out to Regulators.

She also gives quite a bit of her time to local nonprofits and serves on the advisory board of the Green Music Center.

"Melissa's support for the Green Music Center and her work with our MBA students to help them master communications skills for success in business have been extremely beneficial to Sonoma State University," said Robin Draper, associate vice president for development at the university.

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