

CONCEPT  
BRAND DEVELOPMENT  
INTEGRATED DESIGN | MEDIA | STRATEGIC ADVISORY  
PROJECT MANAGEMENT | CREATIVE DIRECTION  
EDITORIAL | LITERARY AND PUBLISHING  
ORIGINAL CONTENT | WMFeatures  
INTERACTIVE

woolfmedia™



## Creative *and* leadership—the canvas writ large

WOOLF MEDIA IS A CLOSELY-HELD, INTEGRATED ATELIER WORKING ACROSS A WIDE SPECTRUM of media, marketing, design, content development, Internet and tech, strategic advisory, project management, literary and editorial disciplines and sectors. Founded by Marie Woolf in Beverly Hills, California in 1985, WM is today a sustainable solar 161-acre design habitat with projects in major cities around the United States and across global borders.

CEO and creative director Marie Woolf has been the founder, chairman and CEO of numerous enterprises, including for the development of proprietary data aggregation technologies which have been granted five patents for homeland security applications. She has played a central role in the launch and ongoing marketing strategies of other successful startups, and has developed and led fundraising, grant and sponsorship programs totaling millions of dollars, including federal appropriations.

Ms. Woolf's work has been widely featured in international print and broadcast media. She is a regular columnist for the [Huffington Post](#) on topics ranging from trending tech, political and social to business, consumer and media topics. As appropriate, Woolf Media collaborates with leading interactive and digital agencies for scalable, specific innovation and user tools, depending on scope of project.

The WM folio includes new and traditional media, or their components, as project executive, senior strategist or exclusive agency. Clients include companies with sales or assets in the billions of dollars, financial institutions, quality entrepreneurial startups, private enterprises, major publishers and film studios, national and local political campaigns and prominent holders of high elected office, distinguished CEOs and creators, and nationally-honored nonprofit organizations, two of which she has served as CEO and executive director.

## Deep DNA in multiple disciplines

SINCE 2000, MS. WOOLF HAS ACQUIRED SPECIAL EXPERTISE IN THE UNIQUE ISSUES AND CHALLENGES of troubled banks and turnaround environments and has played a central role in the launch and ongoing marketing strategies of successful startups including de novo and regulatory environments with bank CEOs, founders and boards, for which she serves as either sole agency, strategist and partner or for à la carte, targeted programs. WM adds value beyond pure creative and strategy by quickly streamlining processes and identifying areas of redundancy and waste, which have consistently resulted in successful mergers, acquisitions of assets or regulatory approval for debt restructuring and retention of ownership.

Ms. Woolf, who is politically unaffiliated, has co-chaired or served as creative, Internet or media director for political campaigns from the presidential and U.S. Senate to local levels, including speechwriting, and continues to selectively consult to members of Congress.

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She has designed, illustrated, edited and contributed chapters to numerous children's and nonfiction titles, including *The Political Consultants' Online Fundraising Primer* (The George Washington University, 2004). All of her campaigns have won their races with the sole exception of the 2000 presidential primary campaign.

Marie's lifelong love of graphic storytelling, illustration, cartooning, and animation continues to inform Woolf Media projects in the development of original concepts through storytelling. Twice internationally syndicated as an editorial cartoonist from the *Chicago Sun-Times* to the *Jerusalem Post*, she was responsible, through the National Cartoonists Society, for the 2001 posthumous awarding of the Congressional Medal of Honor—America's highest civilian award—to legendary cartoonist Charles M. Schulz, creator of "Peanuts," the most successful comic strip of all time and the only cartoonist ever to be so honored. She has been honored to be invited to present at the annual Animation and Cartoon Festival hosted by the Jilin Animation Institute in Changchun, China and continues to enjoy a strong relationship with the institute.

## Commitments and causes

A LIFELONG STUDENT OF THE HOLOCAUST, GENOCIDE AND HUMAN RIGHTS, MS. WOOLF WAS NOMINATED IN 2006 TO THE UNITED STATES HOLOCAUST MEMORIAL COUNCIL by Senator Orrin G. Hatch, a founding member of the Council. In 2017, she was nominated to the Council for a second time by Senator Hatch. She has served as CEO, executive director, board member or advisor with several nonprofit educational, arts and humanitarian organizations.

Concurrently with Woolf Media, Ms. Woolf has twice served as CEO and executive director of 501(c)(3) nonprofit organizations, most recently to structure the business plan, board, mission, design, core materials and funding/development paths for a Denver startup which provides creative journaling tools to K-12 schools.

From 2004-2008, she led a national humanitarian nonprofit serving the families of American military personnel who died in active service on and after the terrorist attacks of September 11, 2001, building the organization to international prominence. In this role, she acquired corporate sponsors, briefed the Joint Chiefs of Staff and general officers at the Pentagon and worked closely with members of Congress of both parties. In 2008, Marie keynoted the graduating class of over 4,000 cadets, general officers, faculty, media and invited visitors at the 15th Annual Character and Leadership Symposium at the United States Air Force Academy on the theme of "Impassioned Citizenship: Can ONE Make a Difference?" Those with whom she shared this stage include General Wesley K. Clark, U.S. Army (Ret.), former NASA Director of Flight Operations Gene Kranz, former Chairman of the Joint Chiefs of Staff General Peter Pace, U.S.M.C. (Ret.), humanitarian Greg Mortensen (*Three Cups of Tea, Stones into Schools*), and "Miracle on the Hudson" Captain Chesley Sullenberger, among others.

During that time, Marie personally spoke, corresponded and met with over 3,500 bereaved next of kin in all 50 states, U.S. territories, Germany, Italy, South Korea, Mexico, the Philippines, and Canada; top casualty and family services personnel at the Department of Defense; and sister casualty organizations such as T.A.P.S. (Tragedy Assistance Program for Survivors, [www.taps.org](http://www.taps.org)) on a daily basis; and worked closely with service publications such as *Army Times*, *Navy Times*, *Air Force Times*, and others. She keynoted at corporate, military and veterans' events around America, including annual presentations at the Air Force Casualty, Grief & Loss Seminar at Fort Meade, Maryland and was honored to be invited to keynote the 2008 graduating class at the United States Military Academy at West Point.

Marie has received thousands of letters, cards, emails and calls from grateful Americans who have lost loved ones in the armed services in conflicts dating as far back as World War II, as well as others who share her love for the United States military and their families. She has received honors and recognition from the Veterans of Foreign Wars, the American Legion, Disabled Veterans of America and other military organizations, major American corporations, universities, the United States Senate and House of Representatives and the President of the United States. She has a close ongoing association with the 3rd United States Infantry Regiment at Arlington National Cemetery, also known as the Sentinels of the Tomb of the Unknown Soldier.

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