



strategic  
positioning

strategic  
design

integrated  
communications

investor  
relations

profile

Genesis is a business consultancy more commonly known to our clients as an agent of change.

We help organizations turn their unique differences and strengths into market advantage. We specialize in corporate, marketing, communications and investor relations strategies. Our emphasis and philosophical approach is in strategic positioning, integrated communications and user-centered design.

Since 1967, Genesis has successfully positioned ideas, messages, products, services, destinations and brands for clients of all sizes, across a wide variety of industries, helping to effect real change. Our diverse client experience brings a benefit to every project we undertake. We have a solid history of delivering what we promised and becoming a trusted partner. Our people and our designs have been recognized nationally and internationally for their excellence.

Genesis is made up of a team of very experienced, highly motivated business people with an unwavering commitment to solving the right problem and becoming advocates for our clients customers. This focus, coupled with our passion for doing nothing less than great work has earned us the opportunity to create solutions for wonderful clients around the world, ensuring their market differentiation and competitive advantage. We love to tackle complex business problems and we would welcome the opportunity to have a dialog with you and your organization.

clients

Baxter Healthcare

Giant Bikes

Steelcase

Edwards Life Sciences

Kraft Foods

The Quaker Oats Co.

Frontier Airlines

Lubrizol

Qwest

Gabriel Resources

Nordstrom

UMB Bank

Gerber

Pepsi Center

Wild Oats

principals

**Jim Adler,**  
Founder & Principal

**Mike Miller,**  
Partner

**Pat Benhmida,**  
Partner

**Georgia Everse,**  
Partner

**Deborah Kelly,**  
Partner

**John Cummings,**  
Partner

## selected projects



**Frontier Airlines** Positioning, identity and livery.



**Steelcase** Identity and global brand communications.



**Lubrizol** Positioning, identity and investor relations.



**Pepsi Center** Environment and experience design.



**Gatorade** Product design, packaging and bike graphics.



**Quaker Oats** Positioning, investor relations, annual reports.