



CLIENT:

Metal Toad

“Thank you for all the work and finding these opportunities for Metal Toad. You and your team's abilities to identify and execute is impressive. Thank you again for the partnership.”

–COO Tim Winner

Client Description

Metal Toad leverages cutting-edge innovations to deliver custom solutions in technology consulting, product development, managed cloud solutions and application support. Headquartered in Portland, Oregon, the company is dedicated to shaping the technological landscape while working and living by a code that differs from the norm. With a core mission that emphasizes helping others, respect, curiosity, value and experience, the Metal Toad team is championing an ethical software revolution.

Project Description

Metal Toad approached A.wordsmith in May 2017 with the goal of leveraging its executive team's expertise to establish them as thought leaders in the software development/tech industry and the business community at large. To achieve this goal, A.wordsmith developed a multi-faceted thought leadership strategy utilizing media relations, content development and speaking engagements.

After a year of successful partnership, in spring 2018, Metal Toad sought to expand its business in manufacturing and heavy industry. Metal Toad tasked A.wordsmith with elevating awareness of its expertise and services in these industries. By securing numerous speaking opportunities and contributed and feature media placements, Metal Toad is now a growing - and recognized - voice in the space.

Key Results

A.wordsmith has successfully elevated the Metal Toad team's expertise through contributed placements, feature stories and speaking opportunities.

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Key Results, continued

2017:

- Entrepreneur: [Most Employee Handbooks Are Terrible, So This Company Made a Leather-Bound Journal Inspired by 'Lord of the Rings'](#)
- Los Angeles and New York Business Journals: [Why self-driving cars will give Los Angeles/New York a boost](#)
- Oregonian: [Portland tech firm Metal Toad has key role at Golden Globes](#)

2018:

- Advanced Manufacturing: [Make no mistake: Welders, engineers care about UX, too](#)
- Utility Dive: [As the impacts of power outages rise, the US must embrace smart grids](#)
- Oregon Business: [Oregon's IoT tech cluster takes shape](#)
- Manufacturing.net: [Breaking down the barriers between manufacturers and digital vendors](#)

Speaking:

- Secured sessions at IoT Evolution Expo and Technology Association of Oregon's Ignite Tech event.