

The Iris Company



For more than a decade, The Iris Company has completed communications projects for multinational corporations and local companies in an effective and affordable way.

Reports, executive briefs, feature articles, white papers, presentations, press releases, newsletters, documentation, brochures, data sheets, educational modules—whatever the vehicle and media, The Iris Company helps companies interpret their technology into language that is easily understood by investors and users alike. With a sense of panache, the company delivers messages in the vernacular of the audience.

Emily Sopensky



President Emily Sopensky quickly comprehends business objectives and technical content in order to create compelling communication deliverables promptly. With two degrees in business, including an MBA from The Wharton School, Sopensky heads up a loose association of specialists who have a like-minded desire to simplify technology. “We strive to deliver lean content that conveys the company’s message, while simultaneously respecting the technical specifications,” she says.

“As a worldwide market communications manager for Texas Instruments, I could always depend upon The Iris Company’s fast response and Emily Sopensky’s proactive approach to searching out the best sources of information throughout my organization in order to create effective articles, technical documents or presentations to meet the needs of my division,” said Susan L. d’Hont.

Making the business case for technology is part of the overall goal of communicating technology to the business community, regardless of the type of medium. From University of Texas educational multimedia modules for engineering project managers in big construction projects to press releases for Texas Instruments on radio frequency identification applications in Foshan, China; Sao Paulo, Brazil; and Bologna, Italy, The Iris Company tackles them all.

Keeping a pulse on the marketplace and the technology is key. Clients appreciate the diverse nature of the products and industries with which The Iris Company works.

Recent projects include developing and producing short courses on cutting-edge semiconductor technology for the IEEE; developing white papers for appliance companies as well as fabless chip designers and manufacturers; success stories for software development companies; and finely honed high-level executive biographies. She is also associate editor of the *High Tech Austin* annual.

PartnerBriefs, Inc. is a new company formed to provide an e-newsletter service that will be fully launched mid-2002. Services include a completely turnkey production and distribution of customized e-newsletters so that small or large businesses can provide quality information to their target market segments. PartnerBriefs is sold on a subscription basis to clients who have an identified database of clients and prospects.

In addition to Emily Sopensky, the founders for PartnerBriefs are software developer and Internet service provider Bob Richardson, Innovativeecom, Inc.; attorney John Symington with the law firm of Selman, Munson & Lerner; and marketing consultant Martin Wilbanks, The York Group.