



**kirsten osolind**  
FOUNDER & PRINCIPAL CONSULTANT

\_\_\_\_**press announcement**\_\_\_\_

**FOR IMMEDIATE RELEASE**

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**THE POWER OF RE:INVENTION...**Just three months after relocating to Chicago, former National Marketing Director for Whole Foods Market, Kirsten Osolind, launches **re:invention** and is selected one of Chicago's Savviest Singles.

CHICAGO, ILLINOIS – February 11, 2003 Just three months after relocating from Austin, Texas to Chicago, Kirsten Osolind has launched her own company, been appointed one of the founding members of Chicago's Cystic Fibrosis Foundation Young Professionals Board, and been selected one of Chicago's 50 Savviest Singles by Today's Chicago Woman Magazine. Her company, aptly named re:invention, is a brand and image consulting company. re:invention targets small to mid-size companies looking to redefine their unique brand image and marketing strategy to create new possibilities for their future. The company prepares clients for innovation with strategic planning, business development, buzz marketing, and stealth publicity. re:invention launched their company website this week.

Osolind's inspiration for moving from Austin to Chicago? "Chicago won my heart and soul. I moved 1165 miles to be here!" says Osolind. It's a long awaited return to the Midwest for Osolind, who received her B.A. in Human Resource Management from Michigan State University and an M.B.A. from Duke.

Most recently, Osolind was the National Marketing Director for Whole Foods Market (NASDAQ: WFMI), headquartered in Austin, Texas. During her tenure, she led publication of the company's first best-seller cookbook and designed the company's first national print advertising campaign in Oprah, Cooking Light, and Parenting magazines. Her career experience also includes brand management positions at Procter & Gamble, The Coca-Cola Company, and General Mills. After 12 years working for corporate marketing leaders, Osolind is excited to begin her new life as an entrepreneur.

According to Osolind, "Life is too short to succumb to complacency. It's scary to go out on a limb, but the reward for taking risks far outweighs what you get if you simply stick with what you know."

Currently, Osolind oversees 150 strategic alliance partners, who are all specialists in various aspects of graphic design, web development, and public relations and work with her

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# re:invention

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on projects. Most jobs are on-location with her clients. This allows Osolind to see their daily operations and to better communicate with key executives. "I've always had a burning desire to do something creative on my own, utilizing what I learned from corporate leaders," says Osolind. "Some of the smartest marketers and marketing companies have served as my mentors. And over time, I've learned which ideas and strategies will work best to support smaller companies looking to forge their unique brand image."

As one of Chicago's 50 Savviest Singles, Osolind is featured in the February edition of Today's Chicago Woman Magazine. This is the first year the magazine has included women in their Savviest Singles special issue.

re:invention, a brand and image consulting company, was founded by Kirsten Osolind in 2002. The company targets small to mid-size businesses looking to redefine their unique brand image and marketing strategy to create new possibilities for their future. re:invention's services include strategic planning, competitive auditing, market data analysis, marketing plan development, brand identity or web renovation by design, marketing promotion, and position-driven communication programs. re:invention is supported by a network of premier strategic alliance partners including graphic designers, web developers, and public relations specialists. Learn more about re:invention at <http://www.reinventioninc.com>. Companies can contact re:invention at [Kirsten@reinventioninc.com](mailto:Kirsten@reinventioninc.com) or at (312) 804-9914.

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