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March 10, 2008

WALKE TAKES ROLE WITH BLUESHIRT GROUP

David Walke, who co-founded the IR and corporate communications firm Morgen-Walke and helped build it into a \$20M firm, has taken a senior advisory role at The Blueshirt Group.



David Walke

San Francisco-based Blueshirt has been mostly focused on technology since its inception and is run by a group of M-W alumni. The firm posted 40 percent revenue growth in '07, according to a top executive, and is looking to diversify its client base. It recently set up a New York outpost, where Walke is based.

M-W was sold in January 2000 to Lighthouse Group and merged with Financial Dynamics, now FD. Blueshirt was formed by three M-W execs – Erica Abrams, Chris Danne, and Alex Wellins – in 1999, just before M-W was sold.

“We’ve always maintained a friendship and business relationship and when it became clear to us that David was serious about returning to the IR field, we were very anxious to structure something with him for our New York growth initiative,” Wellins said of Walke. “His depth of experience and network base is particularly strong in New York.

“I kept in touch with them on a periodic basis,” Walke said in an interview. “We were competitors, but we were friendly competitors. Morgan-Walke was very diversified, while Blueshirt was focused on the tech space.”

After M-W was sold, Walke moved on to head research firm FindSVP, now known as Guideline. The company was privatized and sold in August 2007 and Walke said he sat down with Danne in New York before that deal was closed and it became apparent that he could help Blueshirt in a number of areas.

Walke serves as a senior management advisor with Blueshirt. In addition to that counseling role, he is also working on “productization” for the firm, which he described as developing scalable IR products beyond common counseling fee-based IR.

Blueshirt opened in New York last fall under the direction of Jonathan Schaffer and Walke also plays a role in building up that operation. The office has aligned with San Diego-based The Consumer Group.

“I’m very comfortable with the people at Blueshirt, and they grew up in the Morgen-Walke methodology, so it will be a very easy assimilation, both personally and professionally,” he said.

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