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**FOR IMMEDIATE RELEASE**

## **Lori Teranishi Joins Van Prooyen Greenfield LLP as Chief Operating Officer and Director of the San Francisco Office**

**March 30, 2005, (NEW YORK)** – Van Prooyen Greenfield LLP is pleased to announce that Lori Teranishi has joined the Firm as Chief Administrative Officer and Director of the San Francisco office.

Ms. Teranishi specializes in communication strategy and execution, marketing and product development. In her position, Ms. Teranishi will oversee the west coast operations for Van Prooyen Greenfield LLP.

Ms. Teranishi's career has spanned communications, product development, product management, product marketing. Most recently, Ms. Teranishi was vice president of Product Development with Visa U.S.A., where she led a team of 60 developers, product managers and sales directors to launch a national loyalty rewards program. In her seven years with Visa, Ms. Teranishi held a variety of other positions, including chief of staff to Visa USA's chief operating officer and technology communications, analyst relations and crisis communications/issues management roles.

Prior to Visa, she worked in Silicon Valley at Cunningham Communications on the Novell and Hewlett-Packard accounts. She was also previously the Director of Communications for Quaker State Corporation.

Her work has been awarded numerous national marketing and public relations industry awards from *PR Week* to the Public Relations Society of America award in the crisis communication category, and several Effie Awards from the American Marketing Association. Her community relations campaign to start a national used oil collection program was given multiple state and city environmental awards.

Ms. Teranishi received an M.B.A. from the University of San Francisco, and bachelor of science degrees in both Mass Communications and Political Science from the University of Utah.

### **About Van Prooyen Greenfield LLP**

Van Prooyen Greenfield LLP is a boutique law firm whose attorneys and senior public relations experts specialize in providing unique strategic communications counsel. While best known for its work in high-stakes litigation communications, the firm has successful practices in the more traditional public relations areas including corporate positioning,

reputation management and marketing communications. The Firm has offices in New York City and San Francisco. For more information, visit [www.vpgrp.com](http://www.vpgrp.com).

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