



Foley **Freisleben** LLC

Communications Counsel

**ALEXANDER  
AUERBACH**  
SENIOR  
COUNSELOR



Alexander Auerbach, senior counselor, has been affiliated with FolFry since 1998. He is an experienced writer, editor and publisher with a strong background in business and technology. Additionally, he has a comprehensive knowledge of the media and a network of relationships among print and broadcast journalists.

Prior to entering the public relations field, Auerbach held senior management positions at two Los Angeles-area magazine publishing companies. During his tenure he had direct responsibility for the editorial content and commercial success of more than a dozen business and special interest magazines.

Earlier in his career, Auerbach was a leading Southern California business journalist, working as a senior member of the financial news staff of The Los Angeles Times for more than a decade.

Before joining The Times, Auerbach was a member of the financial news staff of The Boston Globe, where he covered business and financial news in addition to technology companies. Other work as a correspondent included writing for such publications as the Economist of London and the United States Information Agency.

Auerbach earned a B.A. degree from Columbia University and a M.B.A. from the Anderson Graduate school of Management at the University of California, Los Angeles.

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Perception drives value.

We drive perception.™

## ABOUT FOLFRY

Public opinion—the ability to influence or, where need be, to alter it—is a powerful force.

FoleyFreisleben—or FolFry, as we are commonly referred—is a specialized communications consultancy that excels in building, shaping and managing the perceptions of our clients among targeted constituencies. FolFry is focused. We meld language, messages and images to satisfy specific objectives in narrowly defined practice areas that: drive investor sponsorship; cultivate favorable reputations; align products and services with customers and markets; and mobilize change for social good.

The firm is frequently called upon when reputation stakes are highest. Our clients respect and value the critical thinking and communications “candle power” we bring to every engagement—from routine matters to the most sensitive and complex corporate issues.



**CORPORATE COMMUNICATIONS  
INVESTOR RELATIONS  
ENTERPRISE MARKETING  
SOCIAL RESPONSIBILITY**

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