

True Virtual Communications, A New Full-Service Marketing, PR and Communications Services Firm

Two high tech PR and communications veterans form a new agency to help small and medium-sized businesses attract new customers, add new partners and manage business changes.

Dec. 15, 2008 - [PRLog](#) -- True Virtual Communications (TVC) announced today the formation of its full-service communications firm providing high value, high-impact marketing counsel and custom services to small and medium-sized businesses. Astrid Senior, European PR and Communications expert, and Karen Lippe, Silicon Valley high tech public relations veteran, are partnering to guide company communications through change — natural and unexpected —of its business life cycles.

Harnessing more than 50 years of combined business experience, the company specializes consumer-to-consumer businesses as well as technology-based companies wanting to increase sales, gain awareness, change their perception or attract new partners in the market place.

“We are in the business of change,” said Senior, Partner. “Our philosophy is to embrace the changes surrounding a company and seek the positive, develop a new plan of action and enhance the company image.”

In addition, TVC’s European experience and partner network is ideal for early stage European-based start-up companies who want to launch their company and products into the high tech market.

“We work with our clients to provide them with a long term success planning with a focus on short term results,” said Lippe, partner. “TVC invests in the whole company, not just its communication goals. We believe the company is its communications vehicle and we design plans to connect all the dots in personal and digital world.”

About True Virtual Communications

Astrid Senior

Astrid Senior is a seasoned PR and communications professional whose skills and experience encompass business development, worldwide events and trade shows. Senior has held a number of management positions overseeing the communications global events/high tech trade shows and customer service operations in companies such as Schneider Electric, Touch International and Uniconsult.

Most recently, Senior authored an international business expansion and Human Resources report sponsored by the Innovation Center Denmark in Palo Alto. The report provides holistic understanding and practical advise of the issues and opportunities of living and working in Silicon Valley for European High Tech businesses seeking to establish an office the San Francisco Bay Area.

Astrid holds a Paralegal Secretary, Floral, and PR and Communication degrees. Astrid is fluent in German, English and Danish.

Karen Lippe

Karen Lippe has worked in high tech public relations and communications since the early 1980s. Her career includes work at PR firms, corporations and her own consulting company.

Prior to founding True Viral Communications, Karen established Lippe Communications, a freelance consulting company, and has assisted companies with positioning, message development and plan

execution. Her clients have included: Adobe, Oracle and Hewlett-Packard as well as start-up companies such as MOLI and Software.com.

Before starting Lippe Consulting, Karen was the PR and analyst relations manager at Canon Computer Systems, Inc. (CCSI). Prior to Canon, she worked at Regis McKenna, Inc., a dynamic and fast-paced marketing firm that pioneered relationship marketing. Karen also worked at Franson & Associates and Memorex.

She holds a bachelor of arts in Public Relations from San Jose State University. Lippe also served on the board of Triad Community Services, a non-profit substance abuse and outreach organization, in Scotts Valley, CA.

Founded in 2008, True Virtual Communications is an international marketing consulting and communications services firm, providing consulting services for businesses seeking to improve their position, image or partners in the U.S. <http://www.truevirtualcommunications.com>.

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