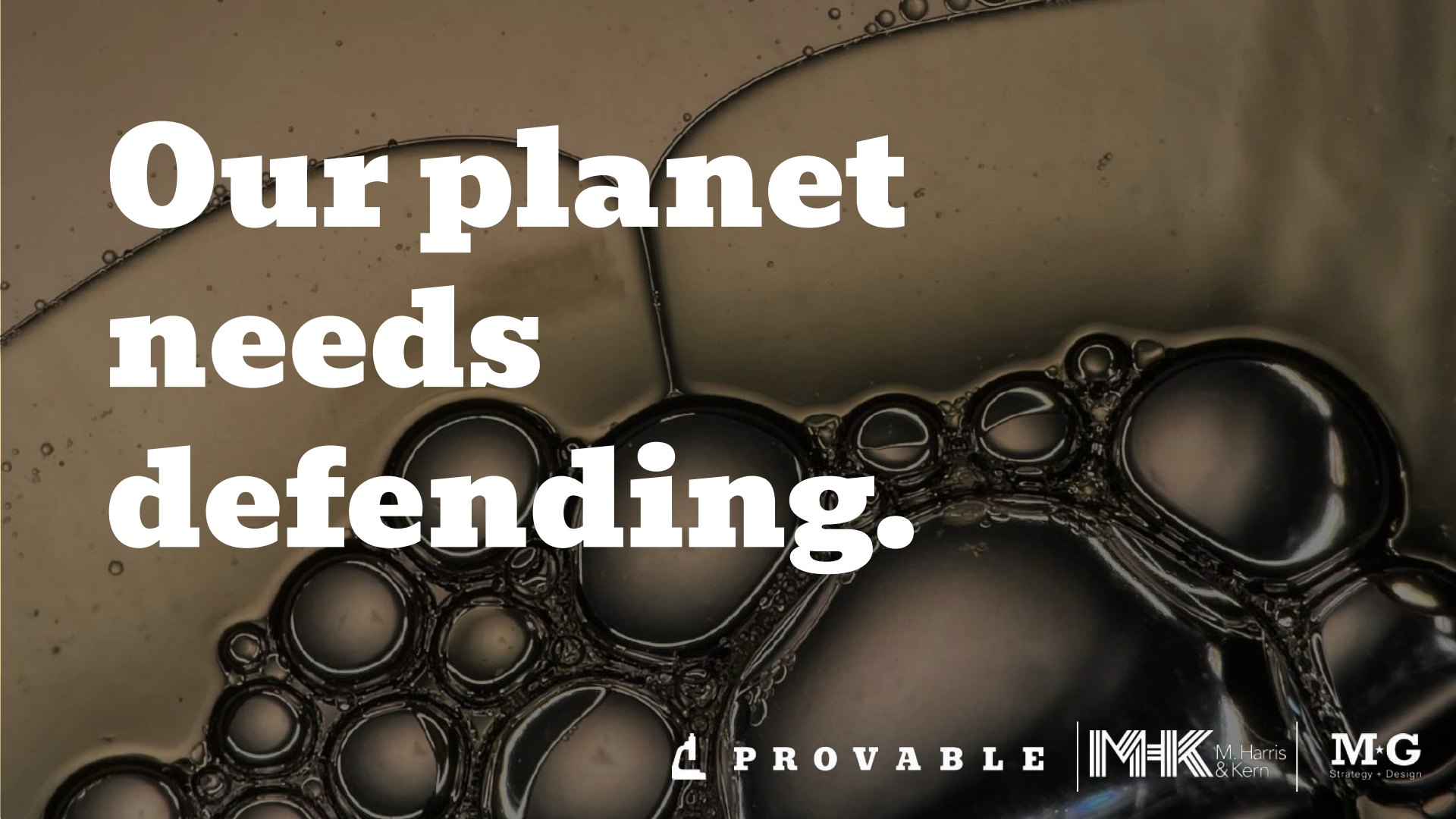




Our planet needs defending.



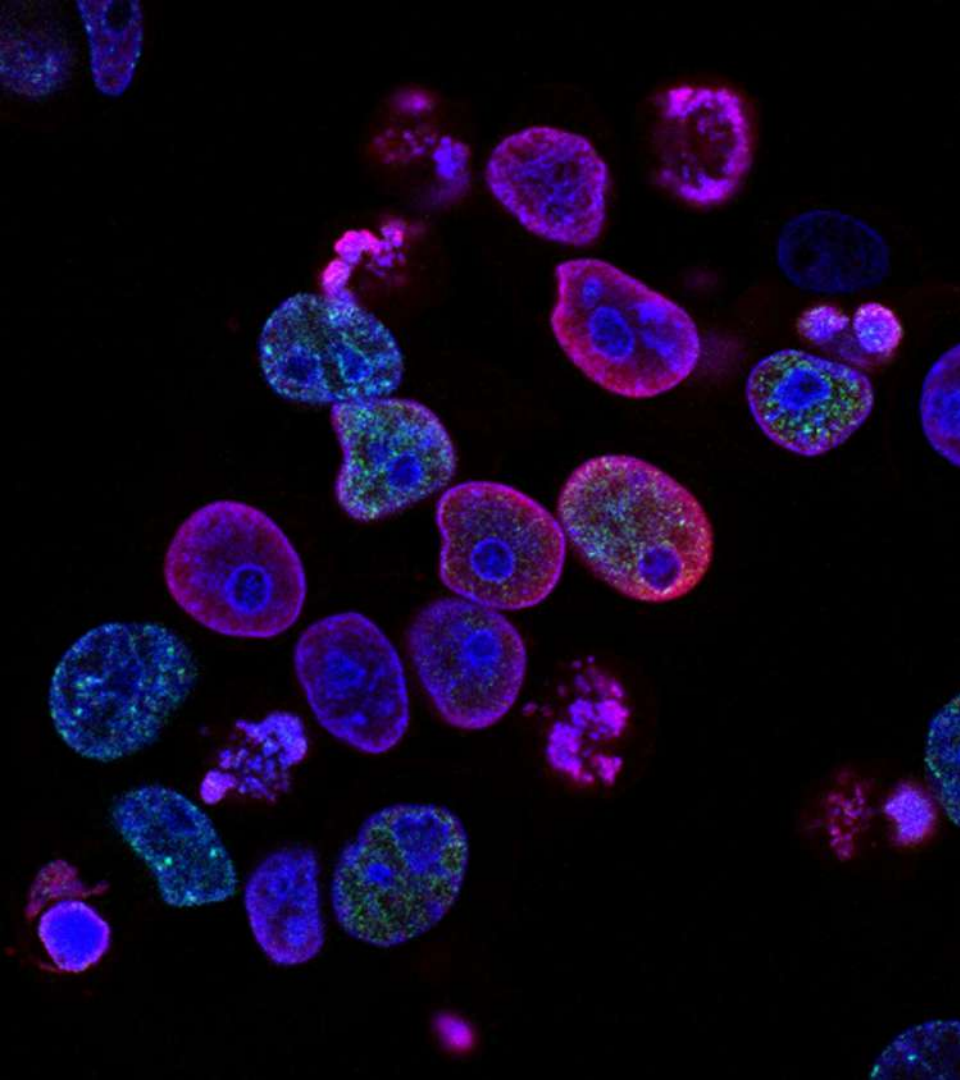
PROVABLE



M. Harris
& Kern



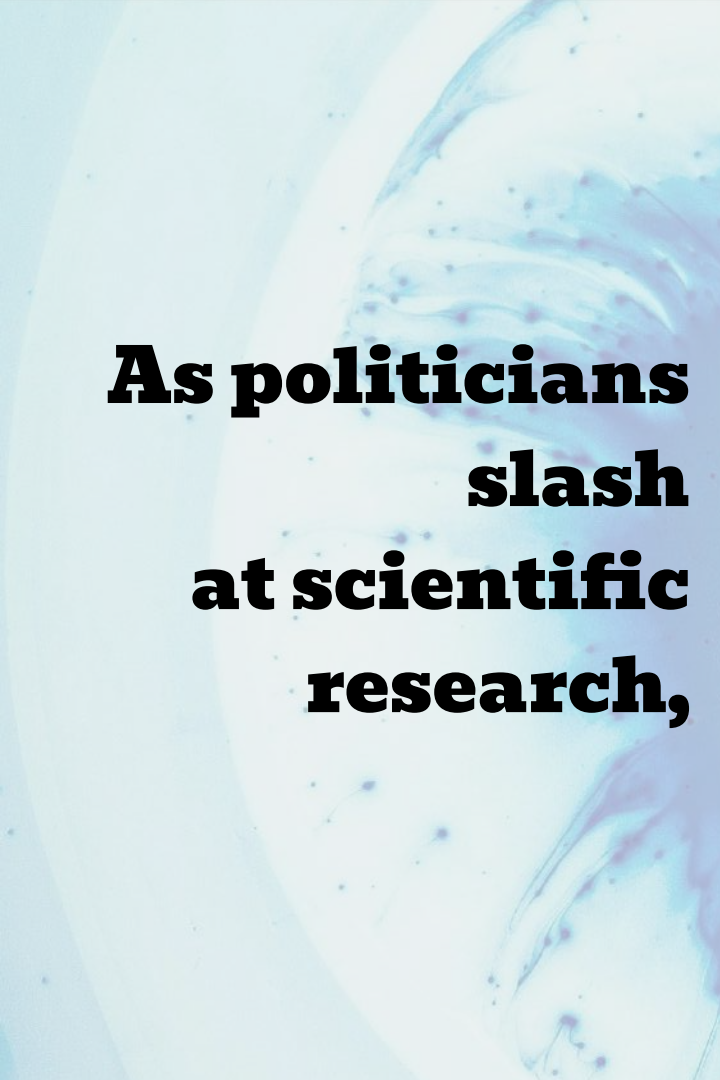
Strategy + Design



**Provable
makes science
impossible
to ignore —
and easier
to act on.**



**We can market science like
Nike markets sneakers.**



**As politicians
slash
at scientific
research,**



**we champion scientific
breakthroughs
in medicine, technology
and the environment.**

Our work falls into two buckets:



COMMUNICATIONS
MARKETING

SCIENCE COMMUNICATION

Grounded in translation.

We explain complex ideas and businesses to the general public, customers and investors through large events, collateral, infographics, videos, websites and more.

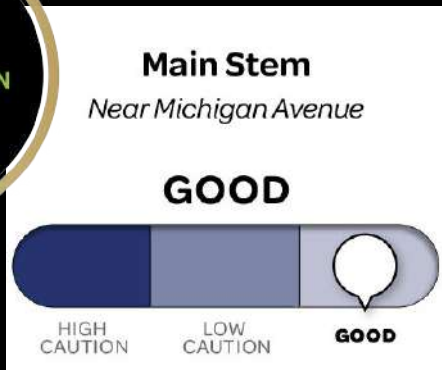
SCIENCE MARKETING

Promoting science-based change,

such as persuading parents to vaccinate their children or the nation to buy electric cars. The goal is to move people to change their behaviors.

**And we embrace creativity
while doing both,** through animations,
events and social media marketing in addition to
white papers, explainers and data visualizations.

Our climate clients

ARMICurrentEFI
FOUNDATIONCA
TF
CLEAN AIR
TASK FORCEFORESTS
& FINANCE

How's the river today?

Spring through fall, Current maintains probes that monitor fecal coliform levels in the Chicago and Calumet rivers, updated online every 15 minutes. It's the first real-time monitor of its kind and a reliable indicator of whether it's safe to kayak.

Our climate clients



The World Re-Energized

RMI is fighting for a clean and prosperous future. We have supported RMI and its many partners with editing and design since 2021. We work closely with RMI experts from around the world to message new programs and produce more than 40 reports annually. We also design RMI's annual report each year.



Our public health clients

American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN™



AMA
AMERICAN MEDICAL
ASSOCIATION



Stanford
MEDICINE



Aurrera
HealthGroup >>>

NAMI
CHICAGO



LYNN SAGE
BREAST CANCER
FOUNDATION



THE EXAMINATION



It's Worth a Shot

Early in the COVID-19 pandemic, the American Academy of Pediatrics noted a worrying trend: Too many parents were not bringing in their children for routine vaccinations. We built an award-winning advertising campaign that portrayed visiting a doctor during this time as heroic.

Our public health clients

American Academy
of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



AMA
AMERICAN MEDICAL
ASSOCIATION



Stanford
MEDICINE



Aurrera
HealthGroup >>>

NAMI
CHICAGO



LYNN SAGE
BREAST CANCER
FOUNDATION



THE EXAMINATION

Media and Messaging Gurus

We teach physicians and other leaders at the American Medical Association how to weave memorable personal stories into the AMA's main policy ambitions, so their messages are more memorable. Reforming the Medicare payment system and eliminating prior authorization are their two primary goals.



Our advanced technology clients



Supply Chain Risk and Resiliency

We're working to fill key cybersecurity communication gaps at four large manufacturers: Boeing, Rolls-Royce, DMG MORI and OshKosh. We write and design engaging content on cybersecurity preparedness for their suppliers and, for Rolls-Royce, run an annual research conference in the UK and U.S.



Our advanced technology clients



Northwestern
University



PURDUE
UNIVERSITY



THE UNIVERSITY OF
CHICAGO



tilia



The Next Frontier is Here

We write and design websites for Purdue's leading research centers on quantum, semiconductors and cancer research. We also train their faculty on how to present their research to potential funders and members of the board of trustees.

Our advanced technology clients



Northwestern
University



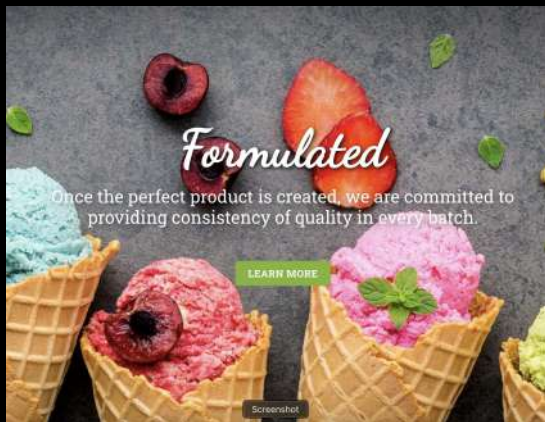
PURDUE
UNIVERSITY



THE UNIVERSITY OF
CHICAGO



tilia



Helping Growth-Stage Food Companies

At Tilia Holdings, we helped two of their portfolio companies — EverFresh Fruit Co. and Wheat Holdings — get on message and build pitch decks for investors.

Our advanced technology clients



Helping Early-Stage Startups

Our CEO Melissa Harris has been an entrepreneur in residence at the Polsky Center for nine years and an adjunct professor of entrepreneurship for three. She coaches about 50 startups annually and has invested in six, all of which are still operating.

Our advanced technology clients



Northwestern
University



PURDUE
UNIVERSITY



THE UNIVERSITY OF
CHICAGO



tilia



Launching a food company made from extremophiles found in Yellowstone

We handled the seed and \$33 million Series A funding announcements for Nature's Fynd, then called Sustainable Bioproducts, resulting in nationwide news coverage. Breakthrough Energy participated.

Our leadership



Dina Cappiello spent more than two decades as an award-winning energy and environment journalist, PR executive, and chief communications officer for a global clean energy NGO, the Rocky Mountain Institute (RMI). A former science teacher and trained environmental scientist, Dina was one of the first graduates of Columbia University's dual masters' program in Earth & Environmental Science Journalism. She went on to cover the environment in Albany, NY for the Times-Union, in Texas for the Houston Chronicle, and in Washington, D.C., where for six years she was the national environment writer for The Associated Press, covering energy and environmental policy throughout the federal government and in national elections.

In her latest role, Dina led a nearly 50-person communications team for the global clean energy non-profit RMI, where she built a world-class communications function in charge of promoting RMI in earned, owned, social and e-mail and oversaw creative, editorial, earned media and marketing. In five years, she grew RMI's audience substantially across social channels and secured top-tier media coverage routinely, elevating RMI's visibility and brand.

Our leadership



Melissa Harris makes her clients unforgettable. As CEO and founder of marketing firm M. Harris & Co., she's grown the company to more than \$5 million in annual revenue. The firm specializes in science communications — climate, public health and advanced technology — and helps clients like the American Academy of Pediatrics, Purdue University and Rolls-Royce explain science and their technology to the public. Melissa serves on the governing board of the *Bulletin of the Atomic Scientists* and as an adjunct professor of entrepreneurship at the University of Chicago's Booth School of Business.



Matt Mansfield previously was the executive editor for digital at *National Geographic* and is a long-time adviser to former U.S. Energy Secretary Ernest Moniz. At MG Strategy + Design, Matt now leads a team that shapes digital and print experiences, data-driven insights, and brand strategy for clients across energy, research, policy, education and media, including Bloomberg, ESPN, the AFL-CIO and RMI. A recipient of the Lifetime Achievement Award from the Society for News Design, Matt has been globally recognized as a pioneer in information design and a mentor to a generation of creative professionals.

M. Harris & Co. Capabilities

Digital marketing	Design	Words	Strategy
Paid social media	Graphic design	Messaging	Marketing strategy
Organic social media	Data visualization	Website content	Lead generation strategy
Email marketing	Web development	Speechwriting	Communications strategy
SEO analysis	App development	Op-eds	Event Strategy & Execution
Google search campaigns	Commercials and PSAs	White papers/reports	
Connected TV ad campaigns	Photography	Newsletters	
	Video		
	Brand identity		
	Animation		



the science marketing division of M. Harris & Kern and MG Strategy + Design

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