

GOLDEN TRIANGLE STRATEGIES

A Marketing and Communications Firm

We bring clarity to complexity.

Golden Triangle Strategies is a strategic communications and marketing firm that works with a wide array of clients — from global corporations to growth-stage companies and high-profile individuals. We specialize in distilling complex ideas into simple concepts and draw upon your unique insights to:



Launch new products
that you can monetize.



Explain technical topics
in plain English.



Establish thought leadership
that sets you apart.



Create marketing materials
that drive sales.

We help our clients cut through the clutter.

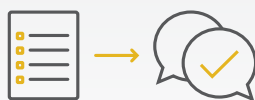
Today's decision-makers are bombarded with information and face enormous demands on their time. We excel at clear storytelling and crisp data visualizations that connect with different audiences. We can help your ideas gain traction by transforming:



Dense reports into sleek summaries
that make sense to most people.



Big data sets into bold stories that
everyone remembers.



Bullet points into convincing arguments
that can reshape a debate.



Expert knowledge into action plans
that can drive a strategic agenda.

We leverage your information and expertise.

Organizations produce a tremendous amount of data, research and other content. These are goldmines of unique information that can help your company stand out from the pack. But oftentimes this knowledge is buried in big data sets, shrouded in technical jargon, or stored in different organizational silos.

That's where we come in. We will work with your experts and executives to take the rich information that you already own and connect the dots, unpack the most illuminating ideas, and identify the most important themes. In other words, we can turn these underutilized assets into a powerful set of sales tools that unlock their hidden potential.



We translate complicated ideas into compelling insights.

Our clients come from many different sectors — from finance, media, and technology, to start-ups and non-profits. Because every organization is different, our strategies and solutions are never one-size-fits-all. Among the services we provide:

Content Creation

- White Papers
- Mini-Reports and Issue Briefs
- Sales Sheets
- Speeches
- Op-Eds and Think Pieces
- Branded Content
- Investor Letters and Reports
- Infographics and Data Visualizations
- Presentations

Strategic Communications

- Message and Narrative Development
 - Content Strategy
 - Media Strategy
 - Public Affairs Strategy
 - Thought Leadership Strategy
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Eric Dash

Founder and Principal, Golden Triangle Strategies

Eric Dash is an experienced journalist and communicator. He has worked at the highest levels of the media and government to make complex information easy to understand. Now, Eric is using those same skills to help some of the world's most prestigious and innovative companies tell their stories.



Award-Winning New York Times Business Reporter

As a former New York Times business reporter, Eric wrote more than 100 Page One stories and received numerous awards for his coverage – including his contribution to an explanatory series on the 2008 financial crisis that received the Gerald Loeb Award for Distinguished Financial Journalism and was a finalist for a Pulitzer Prize for Public Service. He was named to the National Association of Corporate Directors' list of the 100 Most Influential People in Corporate Governance. Eric has also written for Business Week, Fortune, and Inc. magazines, spoken at several major conferences and universities, and made numerous appearances on radio and television.

Senior Policy and Communications Advisor to the U.S. Treasury Secretary

As a senior advisor for policy and communications at the U.S. Treasury Department, Eric helped establish and lead a strategic communications and data visualization team. In that role, he oversaw the development of numerous speeches, policy papers, infographics, and other content for Secretaries Timothy Geithner and Jacob Lew. He also worked on messaging for a range of major policy initiatives – from cybersecurity and retirement security to housing and financial regulatory reform.

Eric graduated from The Wharton School and College of Arts and Sciences of the University of Pennsylvania and earned a master's degree from the London School of Economics.