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## **Silicon Valley veterans launch 280 Group LLC to take advantage of recovering valley economy**

Key executives join team – company to help define, launch and market breakthrough products

**Los Gatos, CA – September 17, 2003** - Brian Lawley, a Silicon Valley Marketing veteran, has launched The 280 Group LLC, a Marketing and Product Management consulting and services firm located in Los Gatos, CA. The 280 Group provides consulting, contractors, training and coaching to high-tech software and hardware companies in Silicon Valley. The focus of the company is to help clients define, launch and market breakthrough new products to rapidly capture new markets and build revenue momentum.

The 280 Group has also enlisted 3 highly-respected executives as part of the initial team:

- Will Iverson joins the 280 Group specializing in technical Product Management. Will's background includes Product Manager for Java for MacOS, Manager of Developer Relations at Symantec, and most recently authoring the bestselling book *OSX for Java Geeks*, by O'Reilly.
- Sharon Grimshaw joins the 280 Group team with over 15 years in high-tech Product Marketing and Product Management, including work for Adobe Systems, Apple, Intel, Software Publishing Company and 3DO. Sharon also brings her coaching expertise to the team, having founded Transformational Coaching LLC, in early 2001, offering coaching and consulting services to help individuals in the areas of life balance, career transition and leadership development
- Aaron Hyde is a seasoned veteran in the consulting business. Having been independent since 1994, Aaron specializes in evangelism, strategic and tactical product management, product marketing, developer programs, and business development. His technology experience includes database design, web applications services, OS services, multimedia technologies, document management and electronic document security. Before his consulting career, Aaron was employed by Apple Computer, with his last assignment being the Multimedia Architecture Evangelist

“We’re seeing a wave of exciting new products come to market that have been under development by companies in stealth mode during the downturn,” said Brian Lawley, President of the 280 Group LLC, “the activity and energy level in the valley has noticeably increased over the Summer, and we’re excited about helping valley companies build dramatically better products and capture revenue momentum quickly.”

More information about the 280 Group and their services can be found at [www.280group.com](http://www.280group.com).

The 280 Group LLC helps Silicon Valley companies with Marketing and Product Management by providing consultants, contractors, training and coaching. The 280 Group was founded by Brian Lawley, a veteran marketing professional in Silicon Valley with 5 years of prior experience as an individual consultant as well 10 years of experience in Fortune 500 companies holding positions as Product Manager for the MacOS Human Interface at Apple, Director of Java tools at Symantec and Director or Product Marketing at Whistle Communications.

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