

JULI N. BALDWIN



Juli Baldwin is founder and principal of The Baldwin Group, a business communications and development company. With over 15 years of experience as a writer and editor, she has worked on close to 70 book projects for a wide array of clients, including best-selling authors David Cottrell and Simon T. Bailey. Books that she has played a role in have together sold more than 1.5 million copies and been published by major publishing houses such as HarperCollins, McGraw-Hill, Greenleaf, National Underwriters and CornerStone Leadership Institute.

Juli specializes in coaching authors and developing, ghostwriting, writing and editing books. Her mission is to make a difference by helping her clients maximize the impact of their message and content. With a big-picture perspective and a unique ability to get to the “meat” of a message by asking tough questions, she challenges her clients to be better writers and communicators. In addition to books, Juli writes and edits other forms of business communications such as websites, articles, one-sheets, marketing pieces, bios, ezines, proposals and workshop/training materials.

With The Baldwin Group, Juli has developed a cadre of high caliber business communications experts, including writers and editors with expertise in various genres, marketing and virtual marketing experts, creative consultants, graphic designers, web designers, web developers, attorneys, traditional and digital printers, and fulfillment houses. Her clients consist of internationally known top-tier speakers such as Andrew Sherman, strategic growth and entrepreneurship guru and television/radio commentator, as well as Fortune 500 executives such as Stephen Krempf, former VP of Global Learning at Starbucks. Corporate clients include businesses in a diverse range of industries such as publishing, technology, healthcare, real estate, insurance, meeting planning, transportation, direct sales, and training and development.

Unlike many writers, Juli has a business degree and worked in a corporate environment for 13 years. She has been a manager as well as a senior executive, and she has experience in most functional areas of an organization including operations, finance/accounting, HR, customer service, marketing and sales, inventory/warehousing, fulfillment, training and development, and IT. As a result, she has a perspective on business topics that many other writers don't bring to the table.

Before founding The Baldwin Group in 1999, Juli spent over a decade at The Walk the Talk Company. As Chief Operating Officer and Chief Financial Officer, she helped found and grow the company's publishing division. Prior to that she worked as a Corporate Finance Analyst for Salomon Brothers, where she was the first Texas A&M graduate hired directly out of college by a major Wall Street investment bank.

In addition to her work for clients, Juli writes and edits on a volunteer basis for a number of community organizations. She lives in Dallas, Texas, with her husband of 20 years and their three sons.

THE BALDWIN GROUP

BUSINESS COMMUNICATIONS & DEVELOPMENT

4247 PEPPERMILL LANE, DALLAS, TX 75287 • 972-250-0299 • JULI@BALDWINGRP.COM