



**Bill Peatman**  
**Consultant**  
**NewLevel Group, LLC**

Bill Peatman has worked in marketing communications for large and small organizations for over 15 years. He has worked for organizations in Napa, Petaluma, Silicon Valley and San Francisco, including many years at Cisco Systems where he helped manage the communications for Cisco's corporate executive team. Bill joined Cisco Systems when the company acquired Cerent Corporation in 1999 for \$7 billion. At Cerent he was responsible for all aspects of the company's marketing activities including its website, tradeshow, collateral, and public relations.

Bill works with clients to help them identify their unique values and competencies—the benefits that set their products and services apart from peers or competitors. He has a great deal of experience with start-up organizations, whether for profit or non profit, helping them develop a clear identity and reputation. He has also worked with larger companies where the focus is on reinforcing and extending a strong brand.

Prior to launching a career in marketing, Bill spent several years working with college students doing leadership training and peer support at university campuses in the United States, and led service projects in rural Mississippi and Mexico. Bill is a published writer, with a book and multiple articles published in regional and national magazines. He is also on the board of directors of the Parent-Child Advocacy Network (ParentsCAN), a non profit organization dedicated to supporting parents of children with disabilities in Napa County.

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