



**MEGAPHONE COMMUNICATIONS**  
*Nick Montoya, CEO • Roger S. Peterson, Executive Editor*



**Roger S. Peterson**  
**Biography**

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Roger S. Peterson is a freelance writer and former college textbook editor. He is a Professional Certified Marketer (PCM) of the American Marketing Association and co-author of its handbook on business-to-business marketing communications. Roger spent months at Intel watching Nick's Magic Megaphone in action. He was impressed that so simple a technique worked so quickly in such a complex organization as Intel. Nick the facilitator and Roger the writer joined forces to produce The Magic Megaphone and Megaphone Publishing.

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