



## Leadership Snapshot

Peter Kobs, President & Creative Director  
True Wind Media, LLC



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**Peter Kobs** is a graduate of Brown University (A.B., magna cum laude, 1980) and Columbia University (MSJ, 1981). A native of Michigan, Peter began his career as a journalist for Knight Ridder covering business, education and technology. In 1985, he entered the field of corporate marketing communications with Digital Equipment Corp. in the Boston area. Peter subsequently worked in similar roles for Sigma Design, Prince Corporation, and various units of Zurich Financial Services. He lives and works in Battle Creek, MI.

Peter founded **True Wind Media, LLC**, in 2004 to provide integrated marketing and creative services to selected clients in North America, including for-profit, nonprofit and government organizations. True Wind Media is a licensed broker for printing, media production and cloud-based software services. The firm works directly with more than two dozen contractors, affiliates and trusted media partners throughout the U.S. and Canada. Here is a partial list of current and past clients:

- W.K. Kellogg Foundation, Battle Creek, MI
- Farmers Insurance Group, Los Angeles, CA
- Foremost Corporation, Grand Rapids, MI
- Zurich Financial Services NA, Schaumburg, IL
- Michigan Nonprofit Association, Lansing, MI
- Pfizer CentreOne and Portfolio Management, Kalamazoo, MI
- Political candidates for state, local and national offices
- KCC Professional Development Institute, Battle Creek, MI
- Inner City Christian Federation, Grand Rapids, MI
- Nonprofit Alliance, Battle Creek, MI
- Food Bank of South-Central Michigan, Battle Creek, MI
- Episcopal Diocese of Western Michigan, Kalamazoo, MI
- D.A.W. Organization Consulting Solutions, Kalamazoo, MI
- Calhoun County Public Health Department, Battle Creek, MI
- Home Repair Services (non-profit), Grand Rapids, MI
- Humane Society of South-Central Michigan, Battle Creek, MI
- Numerous newspapers, magazines and online publications

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**To learn more** or see recent work samples, please call Peter Kobs, President & Creative Director, at (269) 962-1830. Or send your e-mail inquiry to [info@TrueWindMedia.com](mailto:info@TrueWindMedia.com). Thank you.