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Aerospace executives launch OLI Communications to support industry amid downturn

*Offering a range of comprehensive strategic marketing,
branding, and operations services to help companies retain and gain
market share and solidify capabilities*

Seattle, WA, August 17, 2020—olicomms.com – Recognizing the challenges faced by the aerospace industry amid the economic downturn, aerospace executives, Kelly and Jay Maloney, are launching OLI Communications (pronounced aa·lee), a strategic marketing, branding, and operations firm based in Seattle, WA.

With its commencement date of September 1, 2020, OLI will help aerospace, space, medical, industrial, high tech, marine, and other industries maximize the best of their unique businesses while highlighting their brand promise and honing their messaging.

“As OLI’s launch customer, we are excited about increasing traction through OLI’s expertise and are looking forward to working with them to gain visibility and enhance our brand,” said Mike Marzetta, president of Altek, Inc. Based in Spokane, WA, Altek is an aerospace and defense, medical, and industrial instrumentation supplier providing custom manufactured products, and has recently supported four significant new R&D PPE manufacturing efforts.

“We believe the current economic challenges have a silver lining in that companies in key industries—many of which are struggling right now—have an opportunity to fine-tune all that makes them great, ending up stronger in the process,” said Kelly Maloney, OLI CEO.

- More -



OLI Page 2

OLI aims to do this through “unique communications strategies and tactics, business and network development, operations, and practical development and implementation solutions for mission-critical business opportunities and challenges,” said Jay Maloney, OLI president and CFO, who will oversee the firm’s Cross Industry Strategic Solutions efforts, advising businesses around the world on strategic and tactical solutions.

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ABOUT OLI

OLI is a majority woman-owned, purpose-driven, full-service strategic communications and operations agency founded and run by Kelly Maloney from 2000 to 2012 as **In House Communications**. Jay Maloney joins the organization as a strategic partner in September 2020, when the husband and wife team will reopen the agency as OLI Communications.

“Outside Looking In,” OLI is able to be objective, pulling on different skill sets and experts around the world to help maximize the value customers get from the team. OLI can become an extension of customers’ internal teams, providing them with a seamless experience. That’s why the OLI tag line includes the secondary messaging of “Inside Looking Out (ILO).”

Kelly is past president and CEO of the Aerospace Futures Alliance and the Washington State Space Coalition. In her role as CEO of OLI, Kelly oversees all aspects of communications offerings to the firm's customers, business development, and strategic relationships.

Jay is past president of Maloney Aerospace Advisors and a former Vice President of Fleet Services at Boeing. In his role as president and CFO at OLI, Jay will provide C-level services through OLI's Cross Industry Strategic Solutions offerings, working domestically and internationally to advise a variety of industry sectors on development and implementation of strategic and tactical solutions.

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