

Our Experience

It didn't take long for our team to decide that we'd do something different to describe our experience. We have solid client work underway; but we haven't approached those clients to discuss using their brand names or logos to bolster our story. And we won't until we have delivered that work. Even then, we don't expect many to grant that permission. Don't get us wrong, we're proud of the clients that we work for, we just want to respect their brands by not using them without permission. It's that simple. We noticed some newer agencies putting up company logos representing the work that their collective team had done in the past. That seems chancy and we're sure that they didn't contact all of those companies to ask permission either.

In a market where your brand is being associated with everything right down to the individual employee tweet, we decided to take a different path. It's hard not to with our core values.

So we thought it would be fun to use a couple of wordles to share the background of the team behind 7Summits. Don't know what a wordle is? Check them out at wordle.net. Wordles are fun ways to depict a collection of words from text that you provide either directly or through an RSS feed. Wordle.net generates beautiful word-clouds where words that appear more frequently in the text provided show up more predominantly in what gets generated. If you have a blog with a feed, for example, its fun to see what Wordle will draw. Our CEO has a blog about fly-fishing in Wisconsin and Wordle was even smart enough to draw that word-cloud in the shape of a fish!

So here are a couple of wordles that share our collective experience. The first depicts our skill sets while the second depicts our "industry touch". We'll add some more later and we'll certainly keep them up to date as new people join our team!

