



The preeminent brand building consulting firm for toys and entertainment products.

For Immediate Release
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LOCAL BUSINESS OWNER HONORED BY PRESTIGIOUS INTERNATIONAL AWARD PROGRAM Funosophy's Nancy Zwiers Recognized As Stevie Award Finalist in Two Categories

Long Beach, CA (October 19, 2007) – Local entrepreneur Nancy Zwiers has been named a finalist in two categories of the prestigious Stevie Awards competition, an international awards program recognizing the accomplishments of women executives and business owners. The awards are produced by the creators of the prestigious American Business Awards, hailed as “the business world’s own Oscars” by the *New York Post* (April 27, 2005).

Zwiers is the founder and Chief Funosopher of Funosophy, Inc., a consulting firm specializing in the marketing of toys and other children’s entertainment products. Based in Long Beach, Funosophy offers a full range of marketing and product design services for clients ranging from Disney, Fisher-Price, Hasbro, and LeapFrog to many mid-sized companies and start-up ventures.

Zwiers, a corporate refugee herself, founded Funosophy in 2000, with the goal of creating an environment where highly talented women, frustrated with the rigidity of the traditional corporate world, could continue to make meaningful professional contributions while more effectively balancing work, family, and other personal pursuits. This required a very unique organizational structure. Aside from a minimal in-house support team, Funosophy is comprised entirely of independent contractors, the majority of whom are former corporate executives now working part time from home offices. These “Funosophers” have autonomy over their schedules – they choose the projects they work on, their hours, and how often they are willing to travel. But unlike most part-time workers, they have the ability to earn an hourly pay equivalent to the high-powered corporate positions they left.

This innovative corporate structure is working. Seven years after founding Funosophy, Zwiers’ has built a multi-million dollar, industry-leading company with over 65 consultants on the roster – the majority of whom are women and all of whom are grateful for the autonomy and flexibility Funosophy offers.

Zwiers’ accomplishments merited finalist status for Funosophy in two different Stevie Awards categories – Most Innovative Company and Women Helping Women. Stevie Award winners will be announced at a gala banquet in Las Vegas, NV, on November 12, 2007.

About Funosophy:

Servicing more than 100 clients over the last seven years, Funosophy is widely regarded as the preeminent brand building consulting firm in the toy industry. Many clients are drawn to the firm for Zwiers’ reputation as one of the most experienced and intuitive minds in the business. Zwiers boasts more than 25 years of marketing experience, including more than a decade in classical packaged goods and another nine years at Mattel, where she rose to become the Senior Vice President of Worldwide Marketing for Barbie and Divisional General Manager. In the past seven years, Zwiers has grown Funosophy from a home office to a fully staffed business enterprise.

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