

Kristi Hedges Launches Executive Communications Training Firm

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McLean, Va. -- Six months after first announcing plans to launch a spin-off firm, **Kristi Hedges**, the co-founder of technology communications firm SheaHedges Group, said on Tuesday that her new McLean-based firm, **The Hedges Company**, has officially opened. The firm is billing itself as the DC area's first executive communications training company designed specifically for CEOs and entrepreneurs in the technology community. It will focus on helping CEOs and executive teams enhance their communications skills, particularly during times of change such as rapid corporate growth, funding and retooling the business. "We have a critical mass of technology CEOs and executives who want training resources to stay at the top of their game," said Hedges, adding that such specialized training firms have existed in Silicon Valley and Boston for a decade. SheaHedges co-founder Elizabeth Shea, purchased Hedges' interest in the original firm last March and renamed it SpeakerBox Communications.

<http://www.thehedgescompany.com>