

# ORANGE COUNTY BUSINESS JOURNAL

## Women in Business



PROFILES IN EXCELLENCE 2007 WOMEN IN BUSINESS NOMINEES

**Colleen Edwards, President**  
*PowerMark, San Juan Capistrano*

Edwards created this award-winning B2B marketing and PR firm after spending 20 years marketing leading OC technology companies. Her specialty is helping technology companies thrive in the marketplace. In its first two years the company maintained profitability and now has 12 team members and an 1,800-square-foot office.

Edwards is a member of NAWBO and the Orange County Venture Group, teaches marketing in the UCI Leadership and Management Program and has provided pro bono marketing expertise in to local election candidates. She also chairs the Public Education subcommittee of San Juan Capistrano's Open Space Initiative.

