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**iQ 360 Addresses Growing Demand for Strategic Advice
With Addition of Two Senior Counselors**

*John Onoda and Steve Astle bring decades of experience advising
startups, mid-cap companies and global corporations*

HONOLULU — (May 12, 2021) — iQ 360, a woman- and minority-owned business communication consultancy, is pleased to announce that John Onoda and Steve Astle have joined the firm as principals. Operating from a base in the San Francisco Bay Area, Onoda and Astle will draw on their decades of experience consulting with organizations of all sizes and sectors to help clients address persistent and emerging challenges and seize opportunities.

Astle and Onoda embody iQ 360's model of bringing a wealth of expertise and experience to bear on every engagement, determining the strategic context, devising practical solutions and rapidly executing appropriate actions. They will draw on the firm's award-winning staff to tackle assignments related to reputation risk, ESG (environment, social & governance), organizational change, culture and brand.

"Clients are under enormous pressure to take bold action in the most dynamic environment anyone can remember," said Lori Teranishi, CEO and founder, iQ 360. "They must take into account recent social, technological and environmental changes of enormous consequence. John and Steve are seasoned, respected professionals who bring business acumen, strategic insight and an up-to-the-minute knowledge of recent events into any discussion. They start with a comprehensive understanding of a situation, yet their solutions tend to be simple and straightforward, with a focus on execution and results."

iQ 360 marked 10 years in business in 2020. The firm supports a diverse portfolio of clean tech, renewable energy, social justice, and health and life sciences engagements. Many of its clients are based in Hawaii, which is working to become carbon neutral by 2045, giving the firm direct experience managing large-scale, highly innovative environmental initiatives.

"The challenges facing our clients are much more complex than ever before, because most of them have social, cultural, political and technological factors that must be taken into account," said Onoda. "At the same time, current and future employees are voicing their expectations to senior management in very aggressive ways, as are investors and consumers. This has to be taken seriously."

John Onoda is among the most highly regarded people in the communications profession – a "leader of leaders" whose counsel is sought by many of the world's most influential executives and organizations. He has led the communications functions at Charles Schwab, Visa USA, General Motors and Levi Strauss, and for 15 years was a senior counselor at FleishmanHillard. Among the honors and recognition granted to him are

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the Arthur W. Page Center Award for Integrity in Public Communication and election to the PR Week Hall of Fame. He has served on numerous boards and is a current board member of the U.S.-Japan Council.

“iQ 360’s clients are catalysts for the 21st century’s most urgent and fascinating issues,” said Steve Astle. “The opportunity to work with them at the intersection of strategy and moral courage is meaningful and exciting.”

Steve Astle is a senior marketer, communication strategist and practitioner who specializes in strategy alignment, organizational purpose and change management surrounding high-stakes business initiatives. He has worked with many hypergrowth and iconic Fortune 500 companies and has built and led high-performing global teams in corporate, consulting and agency settings. He is vice-chair of the Stanford Alumni Consulting Team management board and a member of the TEDxMarin advisory board.

About iQ 360

iQ 360 is a woman- and minority-owned business communication consultancy offering PR, marketing, content and creative services to clients across the U.S. with teams in San Francisco, New York, Washington D.C. and Honolulu. We are a diverse group of communicators and creatives who believe in the power of communication to change the world. For more information, visit www.iQ360inc.com.

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