

Fortune 500 Pay Attention: MyCelx shares knowledge, captures market share

“Write2Market was instrumental in creating a compelling story around our recent work.”

– *Connie Mixon, CEO, MyCelx*

MyCelx delivers green science to industry. It’s a small company with global offerings seeking rapid expansion. They asked Write2Market how to get attention from international oil and gas producers?



The Result . . .

To tell MyCelx’s success story, Write2Market approached the premier trade journal in oil & gas, which has been defining technology for almost 100 years—World Oil. We streamlined an editorial conversation and presented an article that fit into their Produced Water Supplement.

The Legend . . .

The results of the World Oil article are legendary within MyCelx. CEO Connie Mixon observed the magazine on display at a recent Produced Water conference, the biggest meeting in her field. When she looked for the article, she was surprised to find it missing. Then she noticed it had been ripped out of the magazine. More results:

- MyCelx reached its international target audience and client base
- Their engineering partner called to thank them for the exposure
- Industry contacts abroad requested soft copies to educate team members
- Contacted for future work by a major potential client who cited the article

“More people understand the technology now,” says lead engineer Harikrishnan P. “Some major oil producers have asked us for that article to learn. It contains a lot of powerful information and involves all 3 parties who contributed to our project—MyCelx, the engineering firm, and the customer—one of the world’s most prominent players in oil. Very few articles explain such a process. That’s its genius! Sharing our knowledge like this captures everyone’s interest.”