

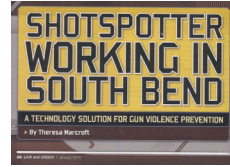
In 15 years of serving my CEO clients:

15 Veteran CMO
Held "interim CMO" roles for 15 clients.



14 Major Product Launches
Took 14 new products to market successfully.

12 Published Articles
Wrote & placed 12 major articles in key target publications.



8 Company Launches
Positioned & launched 8 new companies into the market.

7 Corporate web sites
7 corporate web sites, based on behavioral insights on how people *really* make decisions.



6 Corporate Acquisitions
Strategically positioned 6 companies to be successfully acquired.

5 Net Promoter
Conducted 5 customer surveys to understand & rate customer satisfaction.



3 Market Creation
3 articles in USA Today bringing a public safety issue to the forefront.



2 StoryTelling videos
Earned 2 ADDY awards — peer review recognition of excellence in video.



2 Thought Leadership
Wrote 2 books publishing data analysis & findings.

1 New Product Intro's
1 feature story on CBS Evening News A 2:20 segment reached millions of households in thousands of cities.



Global Results

Client named —
Best marketing in India
Fastest growing company in Asia.