

ASCENDANT GROUP

BUILT ON REFERRALS AND INSPIRED BY TRUST SINCE 2004

Founding Member of The Forbes Agency Council for Top PR Advertising Companies in the World

OFFICIAL MEMBER

Forbes

Agency
Council



AS SEEN IN

Forbes

Mashable

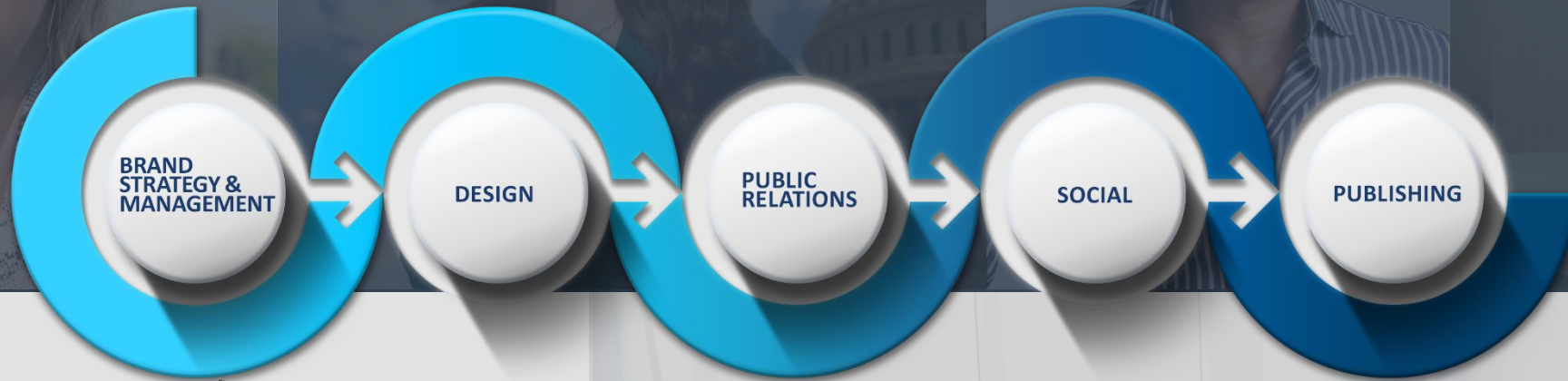
**Chicago
Tribune**

**FOX
BUSINESS**

TIME

Inc.

With locations in New York, NY, Newark, DE , and Dubai, UAE



Designed for You

We built an operational model that is geared towards working with the busiest people in the world. It isn't our role to put our clients in a box or contort them into the latest trend, instead, **we hyper emphasize their uniqueness** and let that be the engine for differentiation.

Unparalleled Excellence

Our level of capabilities and skilled integration remain unmatched and have set industry standards:

- Brand Strategy
- Brand Management
- Public Relations
- Social Media
- Graphic Design
- Photography
- Literary representation
- Publishing
- Videography

Our Approach

Connectivity and Marketplace Readiness

We intrinsically understand that the marketplace is shifting beyond B2B and B2C, to **H2H (Human to Human)**.

This shift truly focuses on emotional connectivity, and transitions corporations from feeling faceless to being more human.

We create dynamic synergy by interlocking the personal brand strengths of the executive(s) with the brand's key communication priorities, thereby facilitating a brand that connects more in the marketplace.

Global Recognition

Our proven strategies have earned the attention of elite communications and branding organizations.

- PR News 100 Top Elite PR Agencies
- #1 Ranked Minority Owned PR Firm in The United States
- #Top 5 PR Agency Worldwide (Ad World Masters)
- CEO Marketing, Business of The Year - International Trade Council
- Ad World Masters Agency of the Year 2020 & 2021 Winners
- Best for CEO Marketing Services - Wealth and Finance International
- Pitch-Worthy PR Campaigns - The Agency Post
- Best in Web Design - W3 Awards
- Best in Web Design - The Communicator Awards
- Top 25 Small Businesses to Work For - Hubspot
- Top 50 Marketing & Advertising Companies - Marsum

The HubSpot logo, featuring the word "HubSpot" in a sans-serif font with an orange icon of three connected dots to the right.The W3 Awards logo, featuring a stylized "W3" in a dark blue color with the word "AWARDS" in a smaller, sans-serif font to the right.The Wealth & Finance International logo, featuring the words "wealth" and "finance" in a serif font, with "international" in a smaller, sans-serif font below them.The Communicator Awards logo, featuring a colorful circular icon with the words "The Communicator Awards" in a sans-serif font to the right.The Ad World Masters logo, featuring a stylized triangle icon with the words "AD WORLD MASTERS" in a sans-serif font to the right.

Memberships & Strategic Partnerships



Billionaire Round Table

We are the trusted agency of 10-12 figure company executives

Steve Pemberton, Former
Chief Diversity Officer
Walgreens



Wu Song, VP, GAC
Motors



Fenorris Pearson,
Former VP of Global Consumer
Innovation for Dell

Executives From:



SKYWORTH



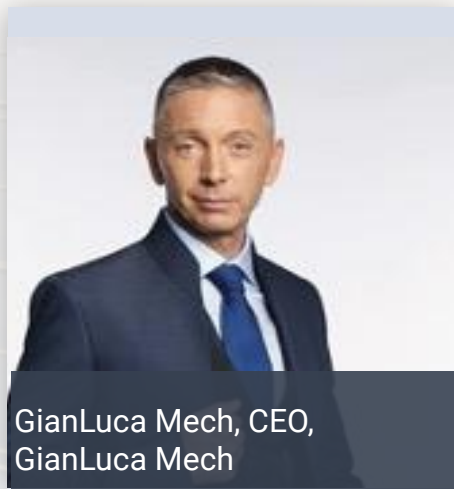
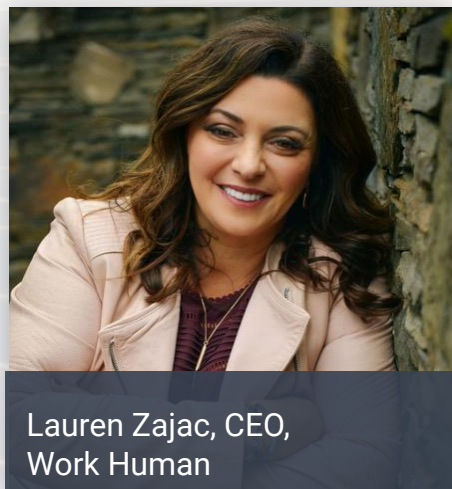
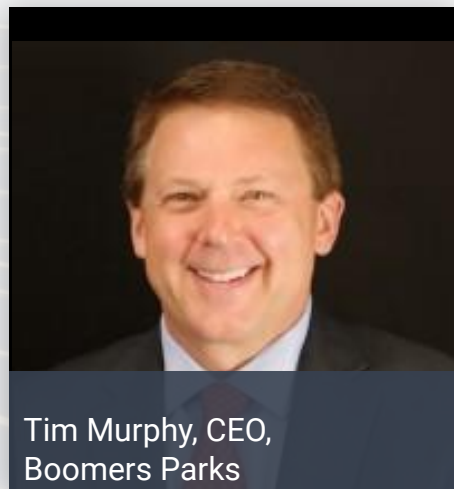
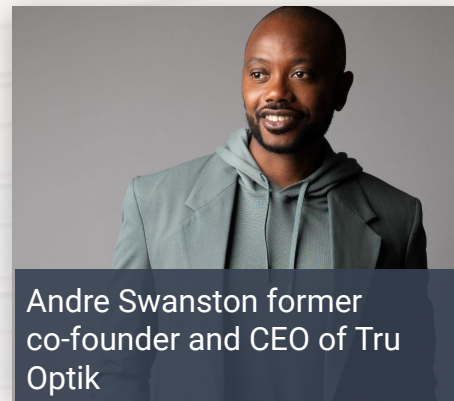
GAC MOTOR



Mid-Market Round Table Clients

Positioned for Success

Our mid-market clients receive the same network, service, and results as our billionaire clients.

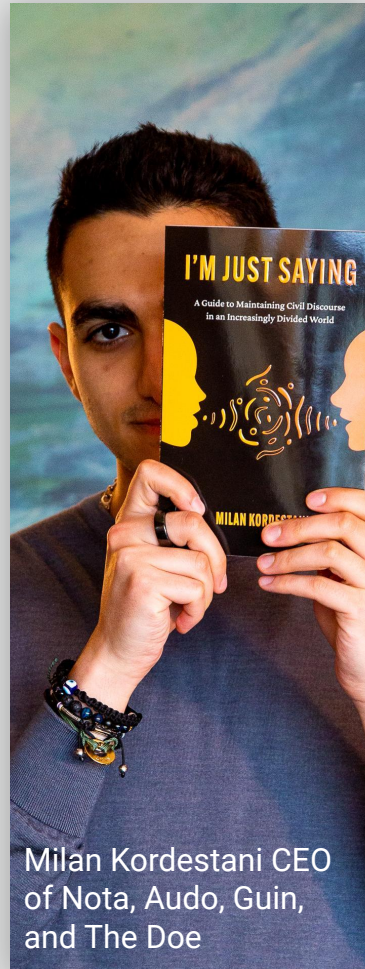


Executives From:



Fast Growth Clients

Our fast-growing clients are making major impacts across their industries, and we are excited to be a part of their fast-track to success.



Executives From:

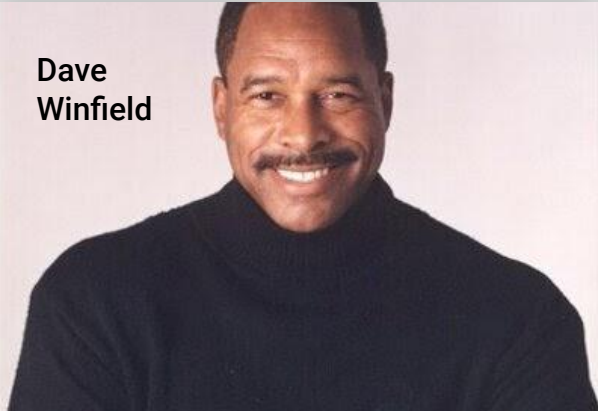


Sports and Entertainment

The Brand of Champions

We have given our notable athlete, artist, and entertainer clients a brand that they can be proud of and spearheaded their transition from a familiar face to a recognizable enterprise.

Dave
Winfield



Catherine
Garceau



Charles
Smith



The Big
Show



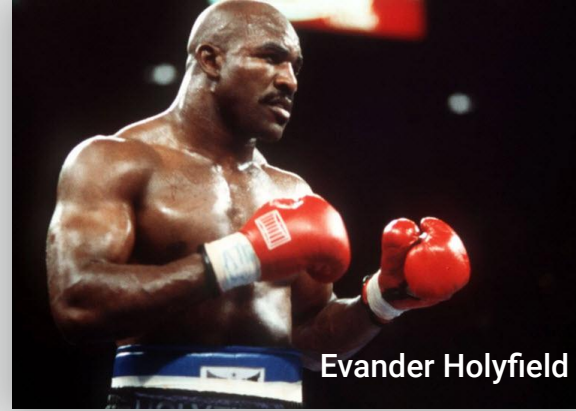
Daina Falk



Noel Shu



Evander Holyfield



Jeff Pegues

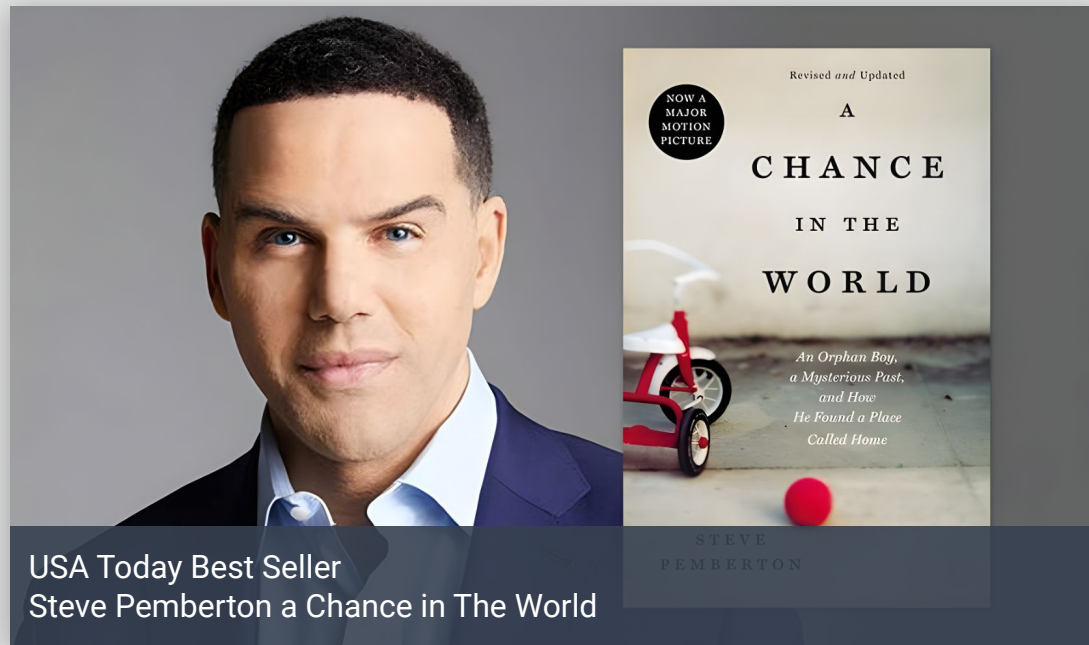


Dondre
Whitfield



Bill
Duke



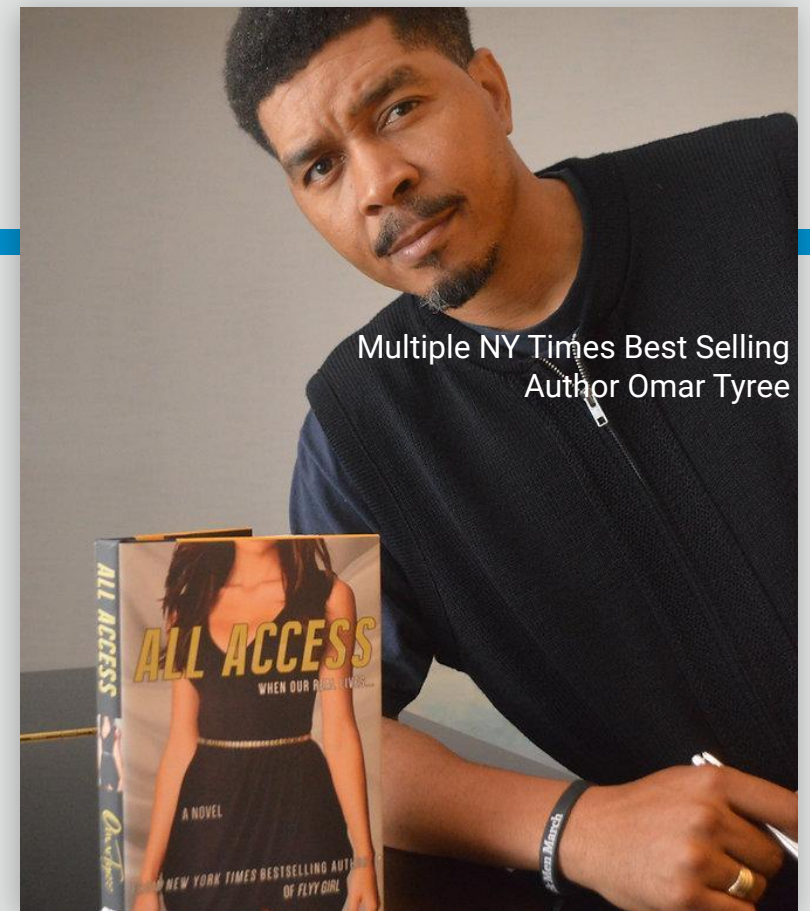


USA Today Best Seller
Steve Pemberton a Chance in The World

Best Selling Authors

Ascendant Entertainment

We have secured over 50 book deals totaling nearly 5 million books sold, dozens of awards, dozens of media placements, and over 1,000 book tour stops.



Multiple NY Times Best Selling
Author Omar Tyree



Wall Street Journal Best Sellers: Take Command, I'm Just Saying

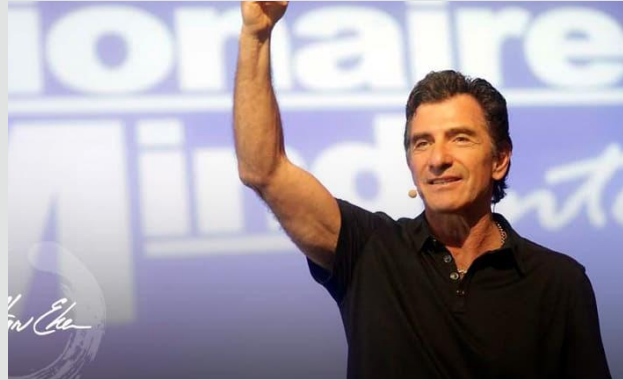
Branding for Marquee Leaders

We are The Ultimate Visionary



Kevin Harrington

Shark Tank, CEO of "As Seen On TV"



T Harv. Eker

Author of The Millionaire Mind and



Robert Kiyosaki

Author of the "Rich Dad, Poor Dad" book series



Cheyenne Hunt

Running to be First GenZ woman in Congress



Felix Tshisekedi

President of The Democratic Republic of The Congo



Chris Collins – Brand Designer

Chris Collins is one of the most sought-after brand strategists and designers in the US. He has re-branded multi-million dollar businesses and has a long list of celebrity clients.



Our Executive Team

Members of our executive team have been hand-selected because of their lengthy track record of success, diverse agency experience, and their abilities to be creative and innovative in order to dream just as big as our clients. It's not lonely at the top. Together, our possibilities for success are unlimited.



Raoul Davis — CEO

Regularly contributes for Forbes, American City Business Journal, and was one of 100 small business owners under 40 invited to a one-day U.S. Chamber of Commerce, U.S. Congress, and White House symposium in 2011. Founded Ascendant companies in 2004 and believes his mission is similar to John The Baptist's role of "paving the way for others."



Kimberly S. Reed — Senior Partner

Known as America's "Corporate Preneur" for her unparalleled ability to navigate back and forth between the world of fortune 500 and small business owners; Kimberly has been with Ascendant for more than eight years and has one of the most distinctive voices in radio and public speaking.



Louis Lautman — Partner

A globetrotter in the truest sense, Louis has lived in Australia, Philippines, Columbia, London, and Las Vegas in the past couple years. He is a master salesman, efficiency junky, and integrity guardian and he has been with Ascendant for more than seven years.



David Novak — Partner and Senior Brand Manager

An MBA and an investor in eight different businesses, Novak can sniff out a bad business model a mile away. He helps Ascendant clients rethink their approaches to the marketplace to ensure they have concepts that are investable, scalable, and sellable. He's been with Ascendant for more than three years.



Richelle Payne — Partner and Senior Director of Brand Management

Payne is a communications veteran having worked in ministry, higher education, and with Fortune 500 companies on crafting messages that resonate. She believes how you present the message is the single most important factor in determining if the phone will ever ring. She's been with Ascendant for more than four years.



Merilee Kern — Chief PR Strategist

MBA, competitive bodybuilder, and manic perfectionist; she has been with Ascendant for more than 9 years.



Kashif Siddiqui — Director of Operations

Kashif has done post-graduation in Entrepreneurship with a MBA (Marketing and HRM). He has more than 15 years of proven experience in Project Management, Operational Management, Reputation Management, SME development & management, Brand Management, Sales & Marketing, Customer Services, R&D, and SMM



Kirill Storch — Vice President

Serialpreneur, migrated from Russia, and believes the visual aspect of a brand dictates the impact of the brand. He has been with Ascendant for more than three years.

Additional Executives



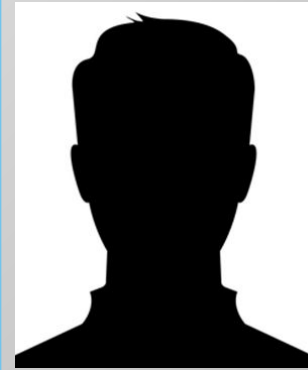
Neil Foote - Director of Brand Management

With over 35 years of experience in journalism, PR, and marketing, Foote is a well-known national journalist, digital media strategist, author, and educator. His expertise in developing and directing PR campaigns has garnered major media exposure for individuals, companies, and special events.



Ezz Eldin El Nattar — Ascendant Global Chairman

Ezz Eldin El Nattar has over 20 years of experience in brand development. He is recognized for the MENA Region's 1st B2B Marketplace with over 3,300 clients.



Larry Taylor - CFO

With over 20 years of experience in finance Taylor brings financial discipline and rigor since joining the team in 2014.



Shannon Inight - Director of Digital Strategy & Design

Shannon has over 15 years of experience in Graphic, Web, and Product Design. This experience has garnered a wealth of knowledge in the importance of visual representation and how it can elevate the product, business, or person behind it.



Aleen Zakka — Mena Region President

Aleen Zakka's mastery is in personal branding and has led her to be the region's pioneer and expert in branding diplomats and business owners.

Brand Management Team

An Impactful Brand Story and Identity is Assured



Leticia Gomez — President of Ascendant Entertainment

A bilingual publishing veteran, leads one of the nation's most successful literary agency units with a stunning 87% success rate - more than double the industry standard - fueled by her energy, contacts, and relentless attitude to lead one of the nations most effective literary agency units.



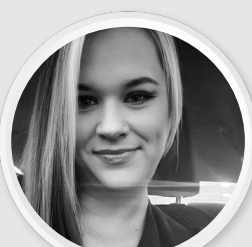
Zoe Shapiro — Brand Manager

Zoe supports the management of high-level clients and facilitates their success with a growing expertise in personal branding and brand strategy.



Sophia Lange — Brand Manager

Sophia supports the management of high-level clients and facilitates their success with a growing expertise in personal branding and brand strategy.



Janie Mackenzie — Public Relations Specialist

Janie excels in executing high-impact PR campaigns, securing top-tier media coverage, and enhancing brand visibility through expert digital marketing and media relations.



Lynn Munroe — Public Relations

A versatile professional with a background in media strategy, including experience in creative media services, media placement, event production, and TV writing/production



Hailey Dearborn - Junior Brand Manager

Hailey assists in the support of high-level clients and facilitates success through social media strategy and personal branding efforts.



Suki Paul — Junior Brand Manager

Suki excels in optimizing online presence, brand management, and PR, keeping our clients' brands at the forefront of industry trends and the digital realm. Her dedication guarantees our clients' brands shine brilliantly.

ASCENDANT  GROUP

Committed to Diversity





Dubai Office

Our Global Competitive Edge

Our international team focuses on helping U.S. based CEOs expand their image globally and helping CEOs across the world gain visibility in the U.S.



Firas Al Zubaidi



Shaikh Zubaer Aasim

Middle Eastern Clients

Our expertise and rapport have allowed us to be a globally trusted and recognized brand.



European Clients

A Track Record of Success from Ocean to Ocean
We Serve:



Asia

We Proudly Serve Asia's Largest Manufacturing and Technology Companies

The Skyworth logo is a blue circle with the word "SKYWORTH" in white capital letters.

SKYWORTH

The GAC Motor logo features a stylized silver "G" with a horizontal bar, and the words "GAC MOTOR" in red capital letters below it.

GAC MOTOR

The Bristlecone logo consists of the word "BRISTLE" in black and "CONE" in blue, with the "O" in "CONE" being a blue circle.

BRISTLECONE

The dlcdlo logo is the word "dlcdlo" in a black, lowercase, sans-serif font.

dlcdlo

The Hujiang EdTech logo is a green square containing a white circular icon with a right-pointing arrow and the Chinese characters "沪江" (Hujiang) in white, with "Hujiang EdTech" in white text below.

Hujiang EdTech

The Mahindra logo is a red square with the word "Mahindra" in white, lowercase, sans-serif font.

Mahindra

Strategic Visibility

Quality public appearances give our clients the edge that they need to remain credible and share their expertise. We will strategize and execute a custom public appearance plan that is unique to your capabilities and desired audience.

High visibility, candid appearances with our valued clients...



WORLD
ECONOMIC
FORUM



Our clients have been recently seen on:

TC TechCrunch

Forbes

THE WALL STREET JOURNAL
WSJ

Rolling Stone

The New York Times

