

# 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



AS SEEN IN

**Forbes**

**Mashable**

**Chicago  
Tribune**

**FOX  
BUSINESS**

**TIME**

**Inc.**

With locations in Wilmington, DE, Newark, DE, Cairo, Egypt, and Rotterdam, Amsterdam

# About Ascendant

*CEO branding is the best path to building a deep connection with the marketplace.” — Kimberly Reed, Senior Partner, Ascendant Group*

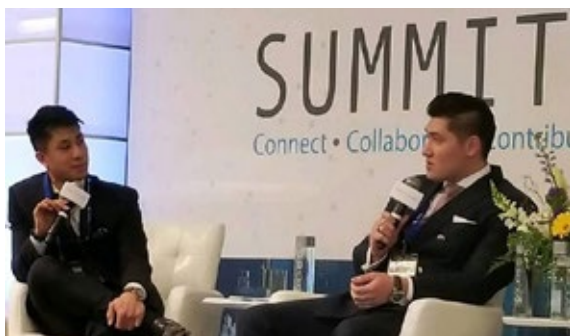
Built on referrals and inspired by trust since 2004, Ascendant delivers topline revenue growth strategies through a proprietary CEO branding model. We exceed client expectations, from a custom-built suite of strategic services and rapid delivery of results that consistently surpass benchmarks to an unparalleled performance guarantee that says the work is not complete until we deliver.

## OUR CLIENT COMMITMENT:

We focus on outcomes, not just output. Visibility for the sake of being seen does not help move forward business objectives.

## OUR TRACK RECORD:

We’ve won awards for design, innovation, PR, company culture, and performance as the top CEO branding company in the world. We’ve secured book deals with the top publishers, strategic relationship development that has landed multi-million dollar deals, and media appearances and features for our clients on Fast Company, Fox News, CNBC, CNN, ABC News, the Wall Street Journal, and the New York Times.



# Who Are Ascendant Clients?

## Dynamic CEOs and Executives



**WU SONG**, *GAC Motor*

**THE SITUATION** - This \$2 billion dollar publicly-traded Chinese automaker was set to debut an unmanned vehicle at the Detroit Auto Show, and with just two weeks left, they had not received any notable media coverage. They had a goal of five noteworthy media placements and 50 people at their press conference.



**THE SOLUTION** - We developed a compelling PR campaign that presented GAC as a global innovator and as a result 200 reporters came to their press conference and 75 media placements were landed. Campaign results were exceeded by 300 percent and 1,400 percent respectively.



\*\*\*Done in partnership with Pro Expo PR based in China.

**ThreeSquared**

**LESLIE HORN**, *Founder Of Three Squared, Inc.*

**THE SITUATION** - This early stage real estate development company built a technology arm with proprietary intellectual property that will allow them to revolutionize the industry. However, nobody had ever heard of them.



**THE SOLUTION** - We developed a campaign to present Three Squared as a global leader in building with shipping containers. We also highlighted their connection with the lightning rod of Detroit. As a result, they attracted \$300 million in potential projects, more investors, and gained instant credibility as a new innovator in the real estate industry.

# Who Are Ascendant Clients?

## Dynamic CEOs and Executives



**JONATHAN BENDER**, *CEO of JB Intensive*

**THE SITUATION** - This former #5 NBA draft pick overcame a career-ending knee injury with a product he created to get back into the league. Ultimately, he was so successful that he decided to continue building his business instead of returning to his playing career.



**THE SOLUTION** - We developed a campaign that highlighted the sad reality that 70 percent of retired athletes are broke within five years due to their struggles with chronic pain. We presented Bender's rehabilitation product as the solution. Within 18 months, Benders national distribution increased by 700 percent and his sales increased by 2,000 percent!



**YANG DONGWEN**, *CEO of Skyworth Digital Holdings*

**THE SITUATION** - This successful \$7 billion dollar company established in China's Silicon Valley needed assistance with establishing a brand in the U.S.



**THE SOLUTION** - We developed a campaign to introduce Skyworth's mind-blowing OLED TV to America. The brand story communicated Skyworth's unique value proposition at a time when YouTube and other businesses are migrating to a Smart KTV model.

*\*\*\*Done in partnership with Pro Expo PR based in China.*



**T.D. JAKES SCHOOL OF LEADERSHIP**

**THE SITUATION** – New York Times best-selling author, movie producer and pastor, T.D. Jakes, started an online school to help provide relevant training for professionals. The school needed to fast-track its visibility for a powerful launch.



**THE SOLUTION** – We introduced T.D. Jakes' school to numerous strategic partnerships and exposed the organization to millions of potential students with a high-profile PR campaign featuring spokesperson, Dr. Steve Perry. The result? Exposure to an audience of nearly 50 million!



# Who Are Ascendant Clients?

## Dynamic CEOs and Executives



**SCOTT ARNELL**, *Geneva Capital S.A.*

**THE SITUATION** - Financial services organization, Geneva Capital S.A., specializes in socially-responsible investing. The challenge? They had a good presence in Europe but were virtually unknown with minimal market share in the U.S.

**THE SOLUTION** - We developed a campaign to explain common missteps and myths about socially-responsible investing. The outcome? Geneva's philosophies were featured in major media outlets such as Wall Street Journal, The Street and Forbes, vastly increasing credibility and exposure in the U.S.



**FENORRIS PEARSON**, *VP of Global Innovation for Dell*

**THE SITUATION** - As Dell's first-ever VP of Global Consumer Innovation, Pearson needed to grow his brand visibility.

**THE SOLUTION** - We created and developed Pearson's brand as "The Consummate Executive." This included securing a national book deal, "How to Play the Game at the Top," showcasing his unique expertise. Ascendant also organized an international book tour which included paid engagements in three countries and several universities. Later, when Pearson launched his own business, we helped him earn the honor of receiving the "Texas Small Business of the Year" award.



# It All Starts With Strategy

## The Direct Correlation with Top-Line Revenue

*Below is an excerpt from CEO Raoul Davis' article in Forbes about some of the key elements of CEO branding.*



**Forbes**

### How To Develop Your CEO Brand And Become An Industry Leader

CEO branding isn't only for the founder of a company. People like Marissa Mayer at Yahoo, Mark Cuban of the Dallas Mavericks and even Angela Ahrendts — who built such a strong CEO brand at Burberry that Apple elected to make her an offer to lure her away — have all reaped the benefits of CEO branding.

Ultimately, a CEO brand is simply a straighter line to increasing top-line revenue because well-known CEOs get access to more deal flow and bring in bigger dollars. It's accomplished through the process of getting the right message directly in front of your target audience using a strategic blend of social media presence, speaking engagements, book deals, awards and savvy PR. When executed properly, this strategy will develop your CEO brand and position you as an industry-recognized leader.

*Here's how:*

#### **PR**

Local and national coverage in media outlets such as radio, television, the Internet and even print can help build instant credibility through third party validation. Coverage in the industry periodicals that matter most will also position you as an expert within your field.

#### **SOCIAL MEDIA**

A scattershot attempt at covering all your

bases will be far less effective than a focused approach. Find out which social media outlets your target audience spends the most time using and focus your efforts there.

#### **BOOK DEALS**

Writing a book and securing a book deal — though not necessarily in that order — is another great way to establish credibility and showcase your expertise in your industry.

#### **BOOK MARKETING AND BOOK TOURS**

When you have a book deal and you are physically in front of your target audience, you have the unique opportunity to connect with that audience in a very real, immediate and personal way.

#### **AWARDS**

Getting an award is one of the most powerful demonstrators of trustworthiness. What many people don't realize is that you don't have to wait and hope someone will just give you one. Many awards are very attainable.

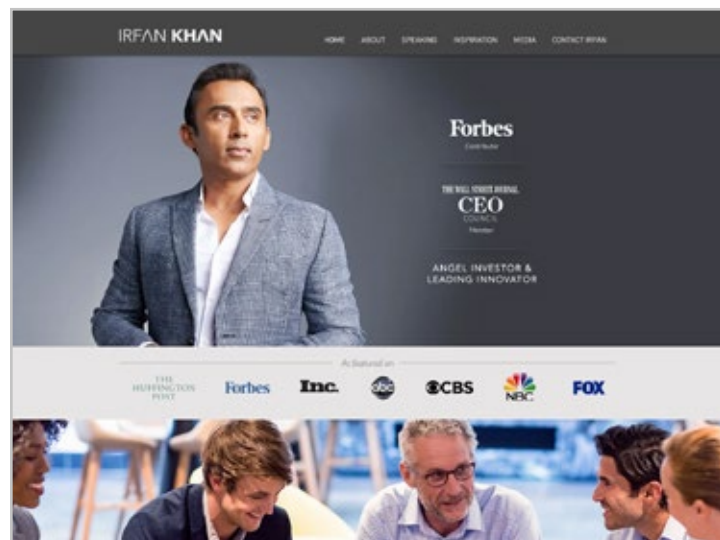
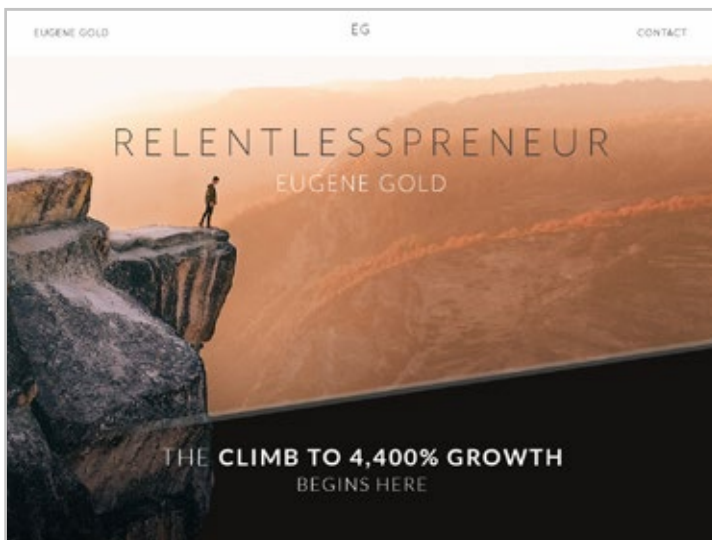
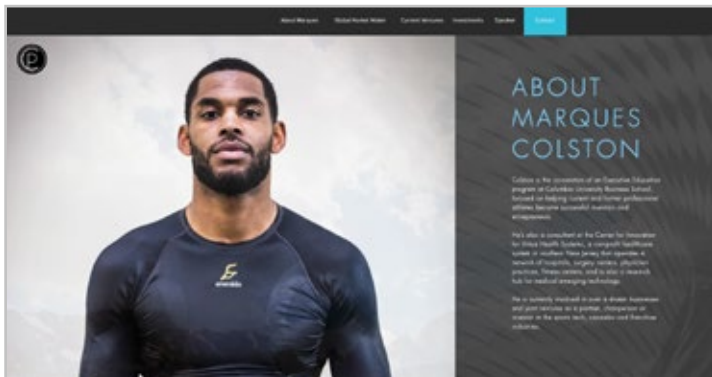
See the full article here: <http://www.forbes.com/sites/theyec/2014/05/22/how-to-develop-your-ceo-brand-and-become-an-industry-leader/>

# Differentiating Look and Feel

## Sharing Your Brand With the World

Your site must be clean, gain attention, and quickly articulate your message.

Sites that accomplish this create brand clarity, generate more opportunities, and validate your credentials in the vetting process. Sites that fail at this create confusion and are a liability.





# BUZZ

## Creating Exposure Opportunities

We have an unparalleled industry guarantee of at least **12 MEDIA PLACEMENTS IN THE FIRST 60 DAYS** of initiating a campaign, or we work on our own dime! We've hit the mark so far!

### OUR CLIENTS HAVE APPEARED ON



Forbes

FORTUNE

msnbc



THE HUFFINGTON POST

THE WALL STREET JOURNAL

The New York Times





# Business-Minded Social Media

## Making Connections



LINKEDIN

Connections are the key to success for CEOs. Ascendant is highly experienced with this business networking tool and we make it an integral part of our primary offering. We offer a twist to traditional LinkedIn marketing with a proprietary system that we developed internally.



FACEBOOK

Facebook is the most targeted form of business-minded social media. Vital criteria such as income, job type and location are easily accessible via a Facebook profile, allowing for highly targeted acquisitions of precisely those individuals who matter most for your brand and business.



TWITTER

Famed personal brands such as Paul Krugman, Warren Buffet, Mark Zuckerberg move and shake the world through the use of their Twitter accounts. What Twitter lacks in targeting it makes up for in reach. Tens of thousands of relevant Twitter followers can be acquired in a short amount of time and meaningful conversations happen in the Twittersphere which are then picked up by key media.



INSTAGRAM

Instagram helps you showcase your company culture, your brands personality, and is the best platform to highlight the H2H (human to human) side of your brand.

# Modern Publishing Strategies

## Helping You Secure Book Deals

We boast an **85% success rate** securing non-fiction book deals because we understand the new rules for publishing.

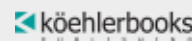
### WHAT TYPE OF BOOKS DO WE REPRESENT?

We specialize in representing and marketing unique authors in self-help, business, and other non-fiction categories.

### WHO DO WE WORK WITH?

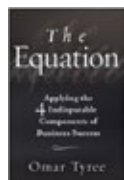
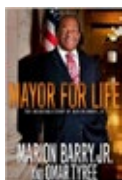
CEOs, small business owners, executives, leading experts, athletes, and writers ready to expand their global business brand.

#### PUBLISHERS WE HAVE WORKED WITH



### SOME OF OUR FEATURED AUTHORS:

**OMAR TYREE** - Simon & Schuster, Wiley Books & Koehler Books  
Two-time New York Times best-selling author  
with more than 2 million books sold



**SCOTT DUFFY** - Penguin Books  
Sold last company to Richard Branson and played  
a key role in taking three companies public.



**FENORRIS PEARSON** - Agate Publishing  
Former VP of Innovation for Dell and VP of  
Organizational Leadership for Motorola.



Forward By:



**SHERI RILEY** - BERKLEY  
A business power broker, John Maxwell certified  
trainer, and coach to the world's highest  
performing executives and athletes



# People Matter

## Get To Know The Ascendant Team

### OUR EXECUTIVE TEAM

Learn your goals, collaborates with you to develop a winning strategy, and helps the Ascendant team execute.



**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 "Corporatepreneur" 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, Phillipines, 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.



**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 more than four 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.



# People Matter

## Get To Know The Ascendant Team

### OUR BRAND MANAGEMENT TEAM



**Leticia Gomez** — *President of Ascendant Entertainment*

A bilingual writer, publishing vet, and enthusiast for the Latino community, Gomez provides the energy, contacts, and relentless attitude to lead one of the nation's most effective literary agency units. Her stunning 87 percent success rate is more than double the typical industry standard. Gomez has successfully optioned a number of client projects to film and TV.



**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.



**Merilee Kern** — *Senior PR Strategist*

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



**Brandon Beach** — *Senior Brand Designer*

Brandon Beach is a graphic designer and illustrator with more than 15 years of experience. He has worked with numerous Fortune 500 companies including Kellogg's and Campbell Soup. He holds a BFA in Graphic Design from Indiana University and an AS in Digital Media from Full Sail University.



**Michelle Sanders** - *Photographer*

Sanders has built a career around Creative Brand Development. With over a decade in Business Administration, Sanders has created impactful visual and design strategies for companies and individuals across a wide variety of industries.



**Trina Kaye** — *Publicist*

With a background that spans marketing, advertising, and special events. Trina knows how to make connections! She is in her first year with Ascendant.

**Vimal Garewal** — *LinkedIn*

Ascendant's only international team member, based in India, Vimal believes LinkedIn is the social network that makes you real money! Vimal has been with Ascendant for three years.



**Neil Foote** - *PR Coordinator*

Foote has more than 35 years in journalism, public relations and marketing. He has a vast career in media, establishing himself as a nationally known journalist, digital media strategist, public relations professional, author and educator. He has developed and directed communications and public relations campaigns for individuals, companies and special events that have generated major exposure in all types of media.

# People Matter

## Get To Know The Ascendant Team

### THE ASCENDANT GLOBAL TEAM

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.



**Ezz Eldin El Nattar** — *Chairman*

Ezz Eldin El Nattar comes from a part of the world where friendship still matters. His approach to business is built on trust and he has been a certified business development expert with over 20 years of experience in creating and managing start-ups from conceptualization to maturity in addition to consulting on turnarounds and brand development. He created the MENA Region's first B2B Marketplace with over 3,300 clients. He has an MBA from the University of Dallas, a PMP from Stanford, and a BA in Economics from The American University in Cairo.



**Aleen Zakka** — *Mena Region President*

A modern Arab woman with a heavily sought-after mind. Aleen Zakka's Net2Work Solutions (a vertical of Ascendant Global) features experts from all over the world, discussing connected workforces, business networking, likability, personal branding and personal brand reputation. Her mastery in personal branding has lead her to be the region's pioneer and expert in branding diplomats and business owners. She enjoys chess and believes that everything related to branding is about Power.



**Astrid Peters** — *European President*

A former journalist that has regularly interviewed Prime Ministers, the EU Commissioner, CEOs of companies like Microsoft and Seiman's; Astrid Peters helps European CEOs discover their voice. As Astrid puts it Well known CEOs build well known companies. Business leaders have higher priorities than putting their intelligence, personality, strength of vision and exible minds on public display. Still, the world is watching and cares to know. Through White Oaks a vertical of Ascendant Global, Astrid make CEOs visible." Astrid also speaks English, Spanish, French and Dutch.



**Rustum Southwell** — *Canadian Director*

One of Nova Scotia's most well networked and influential CEOs, Rustum Southwell has hosted the likes of White House Advisor Valerie Jarrett and ABC Shark Tank's Daymond John for high caliber events at one of the premier business conferences in Canada. Southwell heads up an agency championing the expansion of inclusive economic growth and is constantly praised for his business analysis and coaching advice.



**Mehmet Orhun Eskici** — *Director of Poland & Turkey*

Mehmet brings an amazing track record to Ascendant. He is a serial entrepreneur, board member and international business consultant determined to help companies improve profits, secure finance and make smarter deals. Mehmet specializes in strategy, redesigning business processes, forming strategic alliances and developing new businesses. He has an extensive track record of working with companies from startup level to Fortune 500.

# Testimonials



**ThreeSquared**

“Ascendant has helped position us as a global leader in building with shipping containers. In the first 60 days of working with Ascendant, they secured placements for us with ABC News, Huffington Post, USA Today, and a Yahoo article with 2,200 comments, we saw a 2,000% increase in website traffic, 5+ business inquiries per day, \$300,000,000 in potential projects brought to us, additional investment capital, and we leveraged the exposure to attract the attention and talent of the likes of Eric Lloyd Wright, grandson of Frank Lloyd Wright, widely thought to be the most influential architect of the 20th century.”

—**LESLIE HORN**, *Three Squared, Inc.*



**BIG SKY**  
ENTERPRISES, LLC  
CONSTRUCTION MANAGERS  
Building With A Sure Foundation

“We were published in multiple magazines and other publications that were strategic to our target markets. Additionally, we were interviewed on CNBC, which really showcased their abilities along with their relationships to create a dynamic branding/marketing campaign. We received professional public speaking training which has really helped us with providing a clear, concise and powerful message to our target audience. They designed our websites and provided the content necessary to have consistent brand messaging. As you can see their approach is very holistic, which we found is key to a successful campaign. Again, we couldn't be happier with our experience.”

—**MIKE REGINA**, *Big Sky Enterprises*

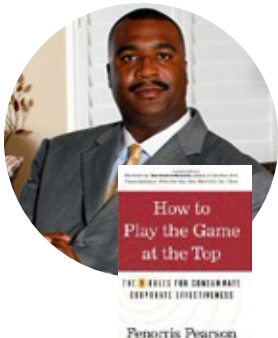


“There are people who create business, people who secure business, and people who maintain business. In my nine years with Ascendant, I'm happy to say that they have provided all three. It's been one of the best decisions in my life to join them in their mission to provide the most opportunities and business management for respected clients. Ascendant is well worth the investment.”

—**OMAR TYREE**, *New York Times Best-Selling Author*



# Testimonials



“The Ascendant Group is detail oriented and provided great business guidance. I recommend Ascendant to anyone looking to grow in business.”

—**FENORRIS PEARSON**, *Former VP of Dell and Motorola*



“Raoul has extensive experience and knowledge in the area of branding. He is a talented writer and excels at crystallizing messages into action points. He knows how to bring the best to the people he represents. It is an honor to have Raoul Davis on your side.”

—**ROBYN BLAKE**, *Former Editor at Millionaire Blueprint Magazine*



“His expertise in executive branding & strategy is superb and far exceeds his age. I often marvel at his understanding of brand penetration. And his application is flawless. He is the LeBron James of branding: smart, polished, and thorough. He keeps me on my toes and there is no one I'd rather call when I need a question answered or an expert viewpoint.

Being in the same industry, I often run across competitors who have no idea what they are doing. Raoul is just the opposite. He is your favorite brand manager's brand manager. If I were a Fortune 100 CEO or a talent with a major brand, he could represent me in a heartbeat. He is that good.”

—**ARTHUR SMITH**, *AGS Media*



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