

# 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.

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### 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.

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### 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.