



CONSULTING SERVICES





Services Overview

Below we provide a broad overview of the services & personnel that Kaleidoscope Consulting offers, how we leverage our talent pool to deliver on these services, and how we deliver superior results for our clients.

Kaleidoscope Consulting focuses on one thing:

We enhance asset value. In every way we can. Whether for one of our digital properties, an ecommerce opportunity, or a client for whom we're providing professional services consulting.

Kaleidoscope is an e-commerce and digital marketing company that helps highly performing entities operate even better. We help highly aspirational entities grow and achieve their goals.

Kaleidoscope applies its talented, highly skilled, specialists using the very methodologies that we apply to our own business to generate superior results.

The broad overview below provides insight into the specific skills and experiences we can bring to our clients for any engagement.

If we say we can do it, it's because we can.

Kaleidoscope Consulting does one thing: we enhance asset value.

We appreciate your review of our offerings and welcome any introductions, inquiries, or referrals.

Kaleidoscope has built a sustainable foundation to scale and accelerate our consulting business. It is no exaggeration to say our expertise rivals firms like Deloitte, Forrester, and McKinzie. Kaleidoscope Consulting helps of sail to new horizons while driving increasing revenues. It allows us to recruit exceptionally talented, highly skilled, people. ***And- it affords us a chance to create new business opportunities and build unique partnerships.***

The Kaleidoscope Consulting talent base is a collective of subject matter experts which bring experiences from a broad range of industries and disciplines. As we continue our expansion we will leverage our scalable team in support of our clients, while adding additional resources - in real time- when, and where, needed. The people highlighted in this document are representative of the *incredible resources available from the Kaleidoscope Consulting team.*

Principal Consulting Units

- Navigation Source* (Search)
- Kaleidoscope E-Commerce* (E-Commerce)
- Kaleidoscope Digital* (Digital Marketing)
- Shout Factor* (Social Media)
- Kaleidoscope Communications* (PR)
- Affiliate Management Services* (Affiliate Marketing)
- Data Sciences* (Big Data and Analytics)
- Search and Placement* (Human Capital)
- Technology Solutions & Services* (Technology)
- Executive Coaching & Advisory* (Management / Leadership)

Specific Services Offered

- E-Commerce Consulting
- Amazon consulting and coaching
- Digital Strategy & Consulting
- Global SEO
- Local Search
- Link Detox
- Reputation Management
- Mobile Marketing Strategy
- Grassroots PR
- Big Data Analysis projects
- Pay Per Click
- Social media strategy and execution
- Product sponsorship placement
- Executive recruitment & team placement
- IT development
- Executive Coaching
- General Business Advisory Services
- Promotional product development
- Affiliate Management Services
- Programmatic Strategy, Creative and Execution
- Product Development, Launch, Distribution and Management
- E-Commerce & Digital Training, Learning & Development
- Brand Identity, Positioning and Strategy
- Advertising Strategy, Creative and Production
- Media Planning and Buying
- Publishing, Print and Signage
- Direct Marketing



The Following Brief Descriptions of the Consulting Units should provide you with some insight into our capabilities and our team. We look forward to helping you do what we do best: Increasing (your) Asset Value!

Navigation Source: Our SEO Agency

Services include:

1. Global SEO
2. Local SEO
3. Link Detox
4. Domain monitoring and performance optimisation
5. Keyword / Phrase placement strategy
6. Link building strategies and execution
7. Back link monitoring and fixing
8. Negative SEO detection and reversal
9. Engaging with other key sites / link exchanges
10. Keyword Analysis
11. Training & Learning

Packages available are:

1. Complete Online Marketing Analysis
2. Search Marketing Plan
3. Link Detox package
4. SEO package

Clients and brands we have worked with:

1. SEO of major ecommerce brands - Precious Moments, Print Place
2. Link Detox for brands - Lyst.com, HouseTrip.com, Adeptia.com and Amerisleep.com
3. SEO for local brand - United Graphics, Solar Life, Ambit Energy

Key Personnel

***Smoky Muehlstein** has over 20 years Internet Marketing Experience Consulting and Managing SEO, SEM and Social Media ventures. eMail List and Affiliate Program Marketing and Management.

***Rick Lomas** is veteran of online marketing with a passion for SEO and Search Marketing. He has saved companies millions by diagnosing and removing Google Penalties. He is a LinkResearchTools Certified Expert on Advanced SEO Strategies, Google Penalty Diagnosis, Link Profile Maintenance and Facebook Advertising.



Kaleidoscope E-Commerce Consulting

Services include:

1. E-Commerce Consulting
2. Amazon Services
3. E-Commerce Marketing & Merchandising
4. Product Sourcing
5. Online Store Management
6. Affiliate Management
7. Mobile Commerce
8. Social Commerce
9. Retail Partnerships
10. Product Ratings & Reviews
11. Fulfillment Services
12. Supply Chain & Logistics
13. Customer Service
14. Training & Learning
15. Platform selection and development

Options and packages available to clients are:

1. Project by project basis - client is billed based on hours used
2. Retainer basis - client agrees to a pre-determined upfront and monthly retainer fee
3. Hybrid of retainer and project basis

Clients and brands we have worked with:

1. Major Consumer brands - Sears, Kmart, Smucker's, Jif, Pillsbury and others
2. E-Commerce Retailers - Amazon.com, Walmart.com, Peapod, Quidsi, Art.com
3. Amazon services for Folgers and other consumer brands.

Key Personnel:

***Mitesh Patel** previously served as the head of e-commerce and digital marketing for WAIGlobal, an e-commerce leader for a \$250 million manufacturer and distributor of aftermarket automotive products. He has served as e-commerce general manager for VMR, COO for LOYALESE, and Chief Operating Officer and Vice President, Ecommerce for Global Golf. Mitesh brings incredible marketing acumen to our firm and assists us with our digital presence.

***Chetan Bhargava** has over 20 years in CPG, Retail, Brand Marketing, digital and e-commerce. He recently served as Chief Marketing Officer of three unique retail businesses for Sears Holdings Corporation, a Fortune 100 retailer that owns Sears and Kmart brands. Previously the Head of Consumer Direct, E-Commerce and Digital Marketing at The J. M. Smucker Company, a leading global consumer products company with \$6 billion in revenue.



Kaleidoscope Digital (A Marketing Agency with a digital focus)

Services include:

1. Digital Consulting
2. Strategy and Planning
3. Creative and Production
4. Digital Media & Advertising
5. Mobile Marketing
6. Research and Analytics
7. Emerging Trends & Technology (K-Labs)
8. Brand Identity, Positioning and Strategy
9. Advertising Strategy, Creative and Production
10. Media Planning and Buying
11. Publishing, Print and Signage
12. Direct Marketing
13. Training & Learning

Options available are:

1. Project by project basis - client is billed based on hours used
2. Retainer basis - client agrees to a pre-determined upfront and monthly retainer fee
3. Hybrid of retainer and project basis

Clients and brands from our collective experience:

1. Provided one dedicated Social Media expert as part of a multi-disciplinary team for a Super Bowl commercial for Wix.com, a leading cloud-based development platform with millions of users worldwide.
2. Digital Marketing for Pacific Life
3. Consulting for brand Yakult, Kowa.

Key Personnel:

***Matthew Pollock** (Hearts & Minds) - With 20 years of experience at the most awarded agencies and with the best Strategic Planners, Creative Thinkers, Digital Innovators, Media Buyers, Designers, and Social Media Mavens, he has set out to disrupt the agency world.



Kaleidoscope Communications (PR)

Services include:

1. Grassroots PR
2. Grassroots Outreach and Organizational Partnerships
3. Targeted Publicity Campaigns
4. Press Releases
5. National and Regional Outreach
6. Event Management
7. Promotional Campaigns
8. Blogs & Blogger Outreach
9. Word-of-Mouth/Buzz Marketing
10. Product Placements

Engagement Options & Packages available are:

1. With 11 years of experience under her belt, Mary Elizabeth Murphy can provide assistance, advice, and ideas of how to reach your target audience via personalized phone consults and in-person meetings. Due to the concentrated nature of this process, project fees are assessed on a case by case basis and charged by an hourly rate.

Clients and brands we have worked with:

1. Mary has worked with a wide variety of clients including entrepreneurs, start-ups, non-profits, independent producers, and major studios and companies. Past clients include: Roadside Attractions, Sundance Selects, SuperMind Apps, The Awareness Film Festival, and The Esalen Institute, Mariel Hemingway, IFC Films, Participant Productions, and Oscilloscope Laboratories, among many others.

Key Personnel:

***Mary Elizabeth Murphy** is a graduate of UCLA's Anderson School of Management with an emphasis on Entertainment and Marketing. Prior to receiving her MBA, Mary worked at Lehman Brothers for five years. She is an expert at creating innovative grassroots campaigns that target niche markets. She has worked on Academy Award winning film *The Cove*, and other indie hits such as *Pina*, *Cave of Forgotten Dreams*, *Bottle Shock*, and *The Way*. Mary has vast expertise in working with entrepreneurs to create unique and compelling marketing campaigns. She is passionate about projects that inspire social change and positive developments in the world. She co-directs the Inspirational Film Festival at the Esalen Institute in Big Sur, dedicated to sparking dialogue about contemporary social issues. Mary is also the Marketing Director for the premiere gifting suite at the Sundance Film Festival that focuses on conscious living, the Zen Den. She is an avid philanthropist and co-founded a primary school in rural Cambodia. Mary received her degree in International Economics and Politics from The George Washington University in 2000.

Affiliate Management Services

Services include:

1. Managed Affiliate Programs
2. Deal Sites Management
3. Customer Acquisition
4. Lead generation
5. Promotions and Offers Management
6. Global Product Distribution
7. Training & Learning

Options available are:

1. Project basis - depending on type of project and terms of our engagement
2. Retainer basis - client agrees to a pre-determined upfront and monthly retainer fee

Examples of projects -

1. Orlando Magic – We managed the marketing for the multi-cultural sector of the franchise. The project was to drive a more diverse audience to games, including the tourist market in Orlando. After a large multi pronged campaign spanning social media, print materials and tv commercials, we increased the attendance to games by over 5% in just 3 months.
2. American Heart Association – The charity wanted to increase the number of CPR trained citizens in the US through the promotion of CPR week. We developed an innovative real time tracker app, overlaid on a Google map that included auto sharing and invitations to compete by regions to get the most CPR trained individuals. The campaign included the Annie Doll (CPR Doll) appearing in photographs from all over the US and became viral with over 100k shares in just 1 week tagged in some very creative situations.
3. Citigroup Jobs – Citigroup had a central job portal (On Taleo) that listed all their opportunities across the US. The localisation of the job opportunities was non existent and didn't appear in any natural search results due to the restrictions of the Taleo portal. We created a series of city based microsites, scraping the jobs from Taleo that increased local applicants by over 60%. Then we created a number of local city lead videos to encourage candidates to explore new cities where Citigroup had large shortfalls in staff.

Key Personnel:

***Ash Lomas** has over 15 years experience working in the digital space. He has both the technical skills as well as the working knowledge of how to scale opportunities in digital commerce to increase revenue. He specializes in affiliate marketing which is one of his many core competencies.

Shout Factor - Our Social Media Agency

Services include:

1. Social Media Consulting
2. Social Marketing & Advertising
3. Reputation Management
4. Social Media Monitoring
5. Social Media Management
6. Research and Analytics
7. Training & Learning

Packages available are:

1. Monitoring packages (companies who need to monitor Social Media)
2. Marketing packages (for companies who want to market brands or products)
3. Management packages (companies who want us to manage their entire social media landscape)

Clients and brands we have worked with:

1. Wix media Super Bowl campaign - Flew one of our team to Israel to join Wix team on strategy and real time interaction on game day and in lead up we also contributed strategy. Outcome was Wix was a winner of a social media campaign for Super Bowl and we contributed a small part to that.

Key Personnel:

***Karyn Alvarado** - With years of experience in the social media & digital marketing field, Karyn has worked in industries as diverse as television, travel, and hospitality. Her ability to convert FaceBook traffic to converting leads is second to none. She possesses extensive knowledge across all top social media platforms, guidelines and best practices as well as experience in mostly media management tools and dashboards including Radian6, Revinat, Hootsuite, Mention, Sprout Social, UberVU, ReviewAnalyst, Tweetdeck. With a history of proven results, and an agency background in full-service digital marketing and advertising, she is comfortable at all facets of digital marketing: display advertising, paid search, SEO, email management, and of course, Social Media. Karyn helps us integrate our full suite of offerings into successful results for our customers and our brands.

***Jessica Burkhead** - With a background in traditional agency management and campaign development, Jessica has a complete understanding of all-things-digital and all-things-social. Her participation in the Wix.com Super Bowl Social Media Campaign (Managing interactions in real-time in conjunction with Kaleidoscope) was key to winning “Best Social Media Campaign” of the entire broadcast! Her brand-building skills extend to L’Oreal, Abercrombie, NFL, P&G, Volkswagen, and many others. A true Social Media Strategist, Jessica plans and manages campaigns, successfully, across all digital platforms.

Williams & Fox

(Physical product development, supply and promotional products)

Services include:

1. Creative Concepts & Innovation
2. Product Design & Development
3. Engineering and Reverse Engineering
4. Supply Chain Management
5. Global Procurement
6. Package Design
7. Logistics & Distribution
8. Fulfillment
9. Consumer Products for:
 - a. Sales Channel Marketing Programs
 - b. Tradeshow Traffic Builders
 - c. Employee Recognition
 - d. Gift with Purchase
 - e. Point of Sale
 - f. Consumer Promotions
 - g. Loyalty Programs
 - h. Web-Based and Interactive Programs

Clients and brands we have worked with:

1. Examples of work include the NBA 2K15 game for Kevin Durant, the “Red Thumb” project with hit NBC show “The Voice” and the “Zippered Wristband” for Wells Fargo’s campaign for colleges.
2. Clients include: The Walt Disney Company, Verizon, Wells Fargo, Kate Spade, Sephora, Lexus, Toyota, Volkswagen, Nissan, Caesar’s Palace, Hard Rock Hotel & Casino, MGM Grand Hotel, CBS, FOX, HBO, ESPN, NBC Universal, Clear Channel, Leonardo DiCaprio, Sofia Coppola, NIKE, Big 5 Sporting Goods and Sports Authority.

Key Personnel:

***Jay Fox** has is a former Disney Consumer Product Developer – Created \$250 Million Annual Holiday Gifting Program, Created \$30 Million ‘Simply Pooh’ Collectible Business. He also served as the ESPN Collectible and Memorabilia Director where he created Unique Collectible and Memorabilia Product Assortments for Muhammed Ali, Sandy Koufax, Michael Jordan, Magic Johnson, Kobe Bryant, Jack Nicklaus, Wayne Gretzky, etc. He was also a Franklin Mint Global Sourcing & Procurement Manager – Unique Relationships with Factories throughout the U.S., Europe, Asia and Mexico in various product categories including: Apparel, Gifts, Collectibles, Ceramics, Metals, Glass, Crystal, Figurines, Plastics, and Wood.

Data Sciences - Data and Analytics

Services include:

1. Big Data Structure & Collection
2. Business Analytics
3. Business Performance Dashboards and Scorecards
4. Data Visualization
5. Predictive Modeling
6. Applied Machine Learning
7. Data Mining
8. Research and Insights
9. Training & Learning

Clients and brands we have worked with:

1. Data Science & Analysis Client in Utah - Unishippers (See attached White Paper)

Key Personnel:

***Robert Chase-** Founder and Developer of RouteConnect Software - a Route, Fleet, and Logistics Management package used by major distribution firms and government agencies nationwide - Data Scientist, CFO, and Economist.

***Daniel Egger- Esq.** Adjunct Professor, Duke University. Former Venture Capital Partner, Founder of Data Mining Venture (successful exit;) Creator of the most successful Data Science Course-ware in the world for major online Educational Institution. Serial Entrepreneur, Law Lecturer, Maths aficionado. Consultant on Major Data conundrums.



Technology Services

Services include:

1. Consulting
2. Technology Solutions
3. Infrastructure Support
4. Security
5. Document Management
6. Training & Learning

Options available are:

1. Project by project basis - client is billed based on hours used
2. Retainer basis - client agrees to a pre-determined upfront and monthly retainer fee
3. Hybrid of retainer and project basis

Clients and brands we have worked with:

1. Kaleidoscope Global- A multinational, multi-talented, and multi-purpose Holding & Consulting Company needed to be technologically integrated. Implemented best of class, off-the-shelf, software, communications, and network infrastructure in support of Marketing, Finance, Operations, Logistics, Warehousing, Human Resources, Sales, and Customer Support. Architected, designed, and managed the custom software development efforts in support of several 24x7 enterprises for the Holding Company.

Key Personnel:

***John Hudak** has over 20 years managing technology teams and cultures, including 12 years developing cutting-edge consumer technologies for Microsoft. He has served as an architect, and has held several executive level VP roles managing technology organizations and products.

Search & Placement

Services include:

1. Contract Work
2. Direct Placement
3. Managed Solutions
4. Offshore Services
5. Outsourcing Solutions
6. Executive recruitment/headhunting

Clients and brands we have worked with:

1. Building the entire “Panama” team for Yahoo was a daunting and delicate process requiring the hiring of Senior Executives, Marketers, Product Managers, Project Managers, Data Scientists, and Programmers of all levels of seniority. The project was surrounded by secrecy and required a team of staffing consultants and executive recruiters coordinating activities across multiple geographies and divisions. Kaleidoscope’s Keith Allaun, led the planning and execution of the key phases of this project- one of the single largest, and most rapid, staffing projects in the Company’s history.
2. A Single C-Suite Hire can be the “rocket fuel” a company needs to go to the next level. Over the course of 15+ years, our team of Executive Recruiters has only had two unfilled searches. Both were the result of company reorganizations and the cancellation of the searches. The Executives placed at companies throughout Silicon Valley (and the world) have contributed to the generation of millions of dollars of shareholder value.

Key Personnel:

***John Hudak** has over 20 years managing technology teams and cultures, including 12 years developing cutting-edge consumer technologies for Microsoft. He has served as an architect, and has held several executive level VP roles managing technology organizations and products.

***Keith Allaun-** While working in Organizational Development and Executive Search in Silicon Valley, Keith Allaun successfully completed over 100 Executive Searches for C-level executives, and facilitated the hiring of over 5000 Senior Managers, Managers, and individual contributors throughout his career. His interests lie in Technology, BioTechnology, Energy, and Digital & Emerging Media.



Executive Coaching & Advisory

Services include:

1. Senior Leadership Coaching & Development
2. Organizational Design & Development
3. STEM Search Consulting
4. Business Communication Training and Development
5. Training & Learning

Options available are:

1. Project by project basis - client is billed based on hours used
2. Retainer basis - client agrees to a pre-determined upfront and monthly retainer fee
3. Hybrid of retainer and project basis

Clients and brands we have worked with:

1. Executive Development and business planning for Fortune 100 Executive Client in Australia to help build a unique Financial Education Program to indoctrinate the entire employee base into the financial operations of the business.
2. Executive Coaching and Advisory to numerous start-up and incubation clients. From early stage Technology, Bio-Tech, and Medical Device development, to Telemedicine App & Game Development enterprises, our consultancies have spanned industries and continents.

Key Personnel:

***Matt Williams-** With a career spanning 25 years, Matt has been actively involved in building multiple businesses from the ground up. Having built and sold his first successful business after a stint in the Australian Royal Navy, Matt's education continued with studies in Marketing, Psychology, and Finance. He subsequently built a career running one of the largest portfolios for a Risk Mitigation Organization within a subsidiary of GE Finance. With years of Fortune 100 experience under his belt, Matt began to trade the Financial Markets actively. While that is still a sidelight, he has focused his energy on becoming a top flight digital entrepreneur over the past 12 years. During this time he has built several organizations in conjunction with partners, several stand-alone entities, and a number of multi-million dollar digital properties.

***Keith Allaun** has over 25 years' experience within Internet, Technology, Biotech, Manufacturing, Energy, and Venture Capital organizations. Successfully raised over \$135M in public and private placements. Passionate and adaptive leader with expertise in building team success in fast-paced, hyper-growth, environments. Early-stage investor and Board member. CEO, Entrepreneur, Management Consultant, Educator. Clients have included: Apple, Claris, Hewlett Packard, PWC, Yahoo!, Netscape, Amazon, Adobe, and Cisco among others.



Kaleidoscope Consulting Services. We're here to help.

Please contact us at anytime if you have any questions.

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Ready To Work With Our Multi-Faceted Team?

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