



AMMA Digital - Marketing, Design and Search
Big Agency Background & Small Agency Focus



START UP BUSINESS SERVICES

I. Summary

II. The Players

III. Outcome

AMMA Marketing - 1641 Third Avenue - New York, NY 10128
800-466-0684 - 212-931-0168 - info@ammamarketing.com



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Summary

We have business consultants experienced in: economics, marketing, digital content and operations.

Our consultants have experience in working with multinational and international clients across categories on media and marketing strategy. We offer complimentary marketing, website analysis and legal consultations.

We have big agency experience, from ABC Disney, MetLife and Clique and with all the focus of a small advertising agency. Services like development, business plans, strategic marketing, SEO, crowd funding, PPC, Social Media, website design, blogging and content development.

With multiple perspectives on operational activities, we engage in business on behalf of our clients. All of this helps optimize an organization's marketing and digital marketing investment which maximizes long term ROI.



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The Players

Program Manager

Ray Ricciardi is a talented relationship developer; earns trust of clients quickly; mobilizes and motivates teams; clearly communicates direction and approach;



objective resolver of conflict. Creative problem solver, critical thinker with highly developed organizational and inter-personal skills. Conveys tough messages with grace; executes with limited information and ambiguity.

Areas of expertise include • Program, PMO, Project Management • Client & Stakeholder Management • “At Risk” Contract Resolution • Government Relationships • Strategic Goal Alignment • Financial Oversight • EVM & P/L Management • Process Design & Improvement • Quality Assurance • Business Development • Training & Development • Change Management

Technical Lead

Ricky Singh is a senior consultant with over 15 years of experience specializing in marketing and technology. He has worked with companies such as KPMG, CSC,



UDEMY, Pearson, and GAO. He has an MBA with over 20 certifications in the tech industry. He has run large projects up to 8 million and has helped his clients win prestigious industry awards. Mr. Singh has helped startups raise over \$1.5 million dollars in reward based crowd funding on Kickstarter and Indiegogo. He worked directly with CXO and executive level professionals in building their business.

He is a proven and experienced professional in the marketing industry. A lot of in-depth knowledge in working with startups in the D.C. area.

His specialties are: Marketing Strategy • Inbound Marketing • Search Engine Optimization • Google AdWords • Startup Marketing • Social Media Marketing • Content Marketing • Crowdfunding marketing • Crowdfunding advertising • Kickstarter campaign management • Indiegogo campaign management



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Producer/Coordinator

Jeff Oppenheim is an accomplished integrated-media content developer & producer with a proven track record in digital video, web, social media & communications skills. He has helped position, reposition, and/or launch brands and managed brand initiatives.



He melds solid production coordination and project management with marketing and public relations skills and he has served clients in the non-profit, government, corporate, advertising, and traditional entertainment sectors. He has worked with blue-chip brands & institutions on a diversity of projects, always delivering tangible value in his productions.

He has produced and directed feature films, documentaries, short-form digital content, theater, galas, concerts, week-long festivals, international tours, and even a presidential inaugural event. He has directed and produced numerous commercials, industrials and web-content for a variety of clients and agencies with a special focus on beauty, fragrance and lifestyle campaigns.

Project Management

Kevin Hassall has been delivering digital projects for 20 years, often working for small, challenger companies with big ambitions. As head of projects for On-line plc (then the London Stock Market's fastest ever growing stock)



he built several digital business units (two of which successfully floated). As digital consultant for boutique agency Furthr, he enabled the small start-up agency to satisfy some of Europe's most demanding blue-chip clients (including Santander and Aviva). As Executive Producer at Illyriad Games he managed the technical development of an ambitious start-up, working in collaboration with Microsoft's Extreme Technologies Group. Now running development for AMMA Marketing, Kevin combines a strong understanding of digital and print production, with an understanding of and passion for the challenges faced by ambitious, challenger companies.



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Marketing

Libby Parella believes that successful international communications are founded in understanding diverse local business practices. Good ideas can come from everywhere, and the “one size fits all” solution is relatively rare.



Libby brings twenty years' experience working with multinational clients across categories on media and marketing strategy. At Neo@Ogilvy (the digital media agency within Ogilvy and Mather, Libby led media strategy and planning for eight markets for the Cisco Brand campaign.

With varying budget levels, different targets, and different business challenges, Libby worked with agency and client teams in Europe and Asia to adapt strategy and messaging to each market's needs.

At Mindshare, she worked with the Duracell client and global agency teams to launch “Explorations powered by Duracell,” an advertiser-funded program, helping to create promotional strategies tailored to each market and sharing learnings and best practices.

Strategic and Operational Support

Randall Mass is a Senior Advisor to Fortune 100 companies (e.g. American Express, Procter and Gamble, General Electric) and Federal Agencies (i.e., having worked across both the Bush and Obama Administrations at the Executive Office of the President). He has been extensively involved in civilian, military and intelligence agencies.



Providing consultation, guidance, and expertise and serves on the board of several organizations and institutions around the world. He works globally with International Clients and Governments to provide access to funding, market access, strategic intelligence and global insight.



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Legal

Deena Merlen's practice areas include intellectual property law (copyright, trademark and licensing), media and entertainment transactions, employment law, general business law, commercial transactions and dispute resolution. Ms. Merlen has an extensive practice representing clients in employment and workplace matters including general counseling, discrimination actions, mediations and dispute resolution, investigations by federal or state agencies, as well as wage and hour claims and other labor law matters, and advising on and negotiating employment agreements, independent contractor arrangements, company restructurings, separation agreements, and other services-related arrangements.



Ms. Merlen is Co-Chair of the Entertainment, Media and Intellectual Property Law Committee of the Fairfield County Bar Association, and a member of the Labor and Employment Law, the Intellectual Property Law, and the Entertainment, Art and Sports Law Sections of the New York State Bar Association.

In addition to assisting with employment law matters, Ms. Merlen provides general business counsel and represents companies and individuals in transactional matters such as partnerships, joint ventures, licensing arrangements, the purchase or sale of businesses, and corporate matters such as company formation, mergers and acquisitions, capitalization and governance. Ms. Merlen is a Partner of the Firm Reavis Parent Lehrer LLP.



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Outcome



International Startup

After completing a competitive assessment by key markets and regions being Venezuela, Columbia, Latin America, Mexico, and the US.

We built a platform that facilitates performance monitoring from multiple remote points of sale. They have customers such as Proctor and Gamble and Johnson and Johnson.

This system aggregates retail price data across South America and allows real-time data collection, analysis, and reports, for retailers, suppliers, pharmaceuticals, banks, and franchises.

Promo Video

https://www.dropbox.com/s/wdknaz0q4rmgfgd/retail_audit_video_structure_draft_201410.mp4?dl=0