

# The Quill **Fire**

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ISSUE NO. 24 GLOBAL EDITION 2025

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**Brandon McNaughton,**  
Founder & CEO

## AKADEUM LIFE SCIENCES

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Development



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## *ffie Wo»¾fil»ce™evol7Fio»*



When it comes to choosing an employer, company culture and values are just as important as salary and benefits. The best companies go above and beyond to create an environment where employees feel engaged, empowered, and excited to come to work each day. Companies like Google, Salesforce, and Hubspot consistently rank at the top for a great workplace culture. Google is famous for great perks like free meals, on-site massages, and generous parental leave. But it's their focus on ingenuity, collaboration, and professional development that make them truly stand out.

As the landscape of work continues to evolve, the year 2024 brings forth a fascinating array of companies that stand out for their exceptional work environments. We bring forth an edition, “**Top 10 Great Companies to Work for in 2024**,” highlighting such companies. These companies, each unique in their industry and approach, share a common goal of cultivating invention, employee well-being, and a culture that thrives on mutual respect and inclusivity. Here's a closer look at what makes them the top places to work this year.

One of the standout features of these companies is their zeal for work-life balance. They have embraced flexible work arrangements, recognizing the importance of allowing employees to blend professional responsibilities with their personal lives seamlessly. This adaptability not only boosts employee satisfaction but also enhances productivity and innovation, proving that happy employees are indeed more engaged and creative.

Another defining characteristic is their dedication to diversity and inclusion. These companies have gone beyond mere compliance, creating workplaces where everyone feels valued and heard. Their inclusive cultures stimulate diverse teams that bring a variety of perspectives to the table, driving better decision-making and a more enriching work environment.

Employee development is also a cornerstone of these great workplaces. They invest heavily in continuous learning opportunities, offering robust training programs, and encouraging career growth. By doing so, they not only enhance their workforce's skills but also build a loyal and motivated team ready to tackle the challenges of tomorrow.

Moreover, these companies have cultivated a sense of purpose and belonging. Employees are not just working for a paycheck but are part of a mission that aligns with their personal values. Whether it's through sustainable practices, community involvement, or innovation-driven projects, these organizations give their teams a reason to feel proud of their contributions.

Lastly, the emphasis on open communication and feedback is a hallmark of these top companies. They have created transparent environments where employees feel safe to voice their ideas and concerns. This culture of open dialogue leads to a more versatile and responsive organization, capable of adapting swiftly to changes in the market and the workplace.



Regards,

**Quill Fire**

COVER STORY



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**Akadeum Life Sciences**

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# Uber Planet

Sustainable rides

A professional headshot of Brandon McNaughton, a man with dark hair and a beard, wearing a dark blue blazer over a light blue button-down shirt. He is smiling slightly and looking towards the camera. The background is a solid teal color. A large white letter 'D' is partially visible on the right side of the image.

**Brandon McNaughton,**  
Founder & CEO

COVERS FOR  
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AKADEMIUM

LIFE

SCIENCES

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*Forming  
ly-SF Techology  
Development*



# HAVE YOU EVER FOUND



yourself questioning the status quo, wondering why things are the way they are, or contemplating the possibilities that lie beyond the norm? In a world filled with routine and conformity, there's a compelling reason to challenge the status quo and embark on a journey of revolutionary change.

These questions reverberate through the groundbreaking journey of **Brandon McNaughton, Founder and CEO of Akadeum Life Sciences**. As a tech entrepreneur, scientist, and visionary, his career has been a testament to pushing the boundaries of possibility in early-stage technology development.

Dr. McNaughton's story unfolds in the realm of cell separation, a critical but often overlooked facet of research. Frustrated by existing methods' poor performance, cost, and time constraints during his postdoc, he sought a transformative solution. The result? Microbubble Cell Separation—a process similar to processes used in industries like automotive and food and beverage but reimaged for the biotech frontier.

As the Founder and CEO of Akadeum Life Sciences, Dr. McNaughton's commitment to problem-solving shines through. His journey began at the University of Michigan, where he earned his Ph.D. in Applied Physics and formed interdisciplinary teams that garnered acclaim for their innovative approaches.

Before founding Akadeum, Dr. McNaughton served as an Entrepreneur in Residence at Detroit Innovate and a Research Scientist at the University of Michigan. Today, his work extends beyond the confines of the laboratory as he

imparts his knowledge to the next generation through the entrepreneurship practicum at the UM Center for Entrepreneurship.

Akadeum Life Sciences, under Dr. McNaughton's leadership, stands as a beacon of innovation. Microbubble Cell Separation a Method, born out of frustration and a commitment to progress, marks a paradigm shift in the biotech landscape. His unwavering dedication to solving problems, not just identifying them, has propelled Akadeum to the forefront of transformative technology development.

This is more than a story of a CEO and his company; it's a journey of redefining possibilities, challenging norms, and paving the way for the future. Dr. McNaughton's journey exemplifies that true breakthroughs often arise from challenges and in those moments, the seeds of transformative change are sown.

**Below are the highlights of an interview with several key leaders and stakeholders at Dr. McNaughton's company:**

## Success Through Cross-Functional Brilliance

In the pursuit of addressing challenges that had stumped even the giants, Akadeum recognized the importance of learning from the failures of other behemoth companies. With strategic foresight, they curated a cross-functional team of scientists to embark upon a journey to solve a problem that had eluded solutions. The "secret sauce" behind this remarkable endeavor lay in the amalgamation of diverse scientific expertise. This extraordinary team, led by Dr. McNaughton, innovated and propelled technology to

new heights, replicating the success of other Industries and achieving the same transformative impact in cell separation. They emerged as orchestrators of success, seamlessly combining vision, innovation, and cross-disciplinary brilliance to navigate uncharted territories.

### Advancing Cell Therapy Manufacturing

With a keen understanding of the industry's frustrations with existing practices, Akadeum addressed the awareness among customers regarding the limitations in scale and bottlenecks that hinder meeting market needs.

In their narrative, they emphasize the critical realization that legacy approaches, while once considered the norm, now hinder processing efficiency and compromise the therapeutic efficacy of cells. They note the ripple effect on diagnostics and research, where similar challenges persist but manifest differently in priority. However, amid these challenges, Akadeum shines as a harbinger of positive change, offering three distinctive features designed to address market deficiencies.

Akadeum's microbubble kits present a breakthrough in cell therapy manufacturing. These kits enable the processing of an unprecedented number of cells and achieve this without subjecting cells to harsh chemicals, metals, or magnetic fields. The next step in the evolution of Akadeum's innovation is their Alerion™, a novel Microbubble Cell Separation System, highlighting an ability to expedite processes and enhance throughput, thus meeting the industry's imperative for speed and time savings—a boon for the industry and the therapeutic developers it serves.

A final layer of Akadeum's offering is their scientifically trained support team. This team stands ready to advocate for and guide therapeutic developers. This support, combined with the flexibility of its platform, ensures that developers can effortlessly optimize a workflow for their unique needs. Hence, Akadeum is not just as a solution provider but a collaborative partner in advancing the future of cell therapy manufacturing.

### Cell Sorting with Elegance and Efficiency

Akadeum seamlessly combines antibodies and streptavidin-biotin linkages, with their cutting-edge microbubble-based sorting technology to boldly pave the way for the next generation of cell therapy products. Its revolutionary approach propels the industry forward in a departure from



conventional methods, leaving its magnetic counterparts trailing in the metaphorical dust.

Incorporating established identification techniques and pioneering microbubble sorting marks a paradigm shift in the field. Its commitment to a time-tested method, enhanced by microbubble technology, streamlines processes and redefines industry standards. By utilizing standardized antibodies and streptavidin binding, Akadeum expedites adoption and diminishes the need for identifying alternative antibodies, ultimately reducing the time required for optimization.

Unlike traditional magnetic systems reliant on well-defined and potent electromagnetic fields and microfluidic methods dependent on precisely calibrated flow, microbubbles operate under the influence of a universal force: gravity. This game-changing characteristic allows microbubbles to scale seamlessly to any volume without substantial effort.

In this transformative shift, microbubbles emerge as potential workhorses, to revolutionize sample preparation. They elevate processing scale, truncate overall processing

time, and deliver healthier cells for downstream applications. Gone are the days of clunky magnets and intricate microfluidic setups—Akadeum's microbubble technology offers a solution that combines efficiency with elegance, thus redefining the future of cell sorting.

### Microbubbles Emerge as a Game-Changer

Three traditional methods utilized in cell separation—flow cytometry, density-based centrifugation, and magnetic sorting—have been widely used. However, each method carries distinctive drawbacks, prompting many therapeutic developers to explore microbubble-based separation as a potential alternative.

Flow cytometry, while effective, is a laborious and time-consuming process. Despite its ability to isolate distinct cell populations, its drawbacks necessitate the development of more efficient alternatives. Microbubbles have emerged as a solution that can process orders of magnitude more cells in a fraction of the time compared to flow cytometry.

Density-based centrifugation methods, such as Ficoll gradients, suffer from time-consuming protocols, low yields, low purity, and a lack of scalability. In contrast, microbubbles offer rapid processing, high-purity isolation, excellent recovery, and the capability to be applied to large sample volumes.

The Akadeum team acknowledges the specificity and ability to isolate a wide range of targets offered by magnetics. However, magnetic isolation is limited to only the volumes and sample sizes appropriate for each size of the magnet, requiring numerous setups for processing larger or smaller samples. Therefore, microbubbles outpaces magnetics by offering comparable benefits without equipment limitations, positioning themselves as superior options.

### Breakthrough Technology

Microbubbles, paired with antibodies, are essential to Akadeum's process. These antibodies tether targets to the microbubble's surface, efficiently separating them from non-target components, such as unbound cells, chemicals, proteins, and nucleic acids. The target cells are then easily floated to the top of the sample by the microbubbles, which are small, gas-filled microspheres that float - a simple yet effective method.

Akadeum's microbubbles possess a specific density that facilitates the elevation of multiple cells in a heterogeneous

mixture. The stable silica shell ensures the structural integrity of the microbubbles, preventing any unwanted rupturing.

The simplicity and effectiveness of Akadeum's microbubble technology make it a game-changer in cell separation, opening new avenues for streamlined and gentle processes in life sciences research.

### Microbubble Approach

Akadeum's innovative microbubble technique for cell separation can overcome technical obstacles and improve efficiency over existing procedures.

The microbubble technique developed by Akadeum provides a means of resolving issues related to non-specific binding, making it possible to capture targets with low abundance successfully. Interestingly, the gentle nature of the microbubble workflow is acknowledged as highly beneficial, particularly when working with delicate targets that could be lost or harmed when utilizing conventional approaches like magnetics.

The introduction of the Alerion™ Microbubble Cell Separation System takes cell separation workflows to new heights, surpassing legacy methods like magnetic-activated cell sorting (MACS™) and fluorescence-activated cell sorting (FACS) instruments. Akadeum's new instrument provides unmatched scalability and productivity, showcasing the ability to process more healthy cells per isolation all with significantly reduced time frames.

### Advancing Cell Separation

The limitations of conventional cell separation techniques, such as MACS™ and FACS, emphasize their potential harm to cells and inherent lack of scalability and adaptability. Researchers and cell therapy manufacturers are seeking a novel approach that can be adapted to different cell types and workflows for some time.

In contrast, microbubbles present an alternative that relies solely on gravity and buoyancy, eliminating excessive forces during separation. This gentle approach minimizes potential cell damage, leading to a higher yield of viable cells. Akadeum, with its microbubble technology, stands out in cell separation, offering unparalleled scalability and maintaining cell health.

The recent introduction of Akadeum's Alerion™ Microbubble Cell Separation System exemplifies the





company's commitment to empowering scientists and cell therapy developers. This cutting-edge instrument enhances scalability, efficiency, and flexibility in workflows. Compatible with major processes used by cell therapy developers, the Alerion™ eliminates bottlenecks and reduces costs. The combination of Akadeum's innovative microbubble solution and the Alerion™ instrument provides researchers and cell therapy developers with an innovative tool for their evolving needs.

### Collaboration with Agilent Technologies

Recently, Akadeum Life Sciences and Agilent Technologies formed a strategic alliance for a ground-breaking method for detecting viral DNA/RNA in wastewater. Beginning in 2019, the partners began developing a community-level wastewater surveillance method to provide early warning capabilities for new infectious diseases by utilizing Akadeum's cutting-edge buoyancy-based technology. In doing so, Akadeum's novel microbubble platform overcame the limitations of previous magnetic bead-based systems.

### Gentle Approach to Isolation

Akadeum's innovation emphasizes gentleness, in contrast to older technologies like FACS and MACS™, which require equipment that can create harsh environments for cells. The columns in MACS™ and the fluidic systems in FACS force cells through narrow passageways, exposing them to shear stress that can change cell behavior or cause serious harm. Furthermore, research indicates that the intense magnetic fields in magnetic cell isolation systems can negatively impact the health of cells.

In contrast, Akadeum's technology utilizes gravity to delicately float targeted cells to the sample's surface. This gentle approach preserves cell functionality for downstream applications. Furthermore, eliminating the need for application-specific equipment, which might limit throughput, sets Akadeum apart. Their solution allows processing a wide range of sample sizes without compromising isolation efficiency.

### Cell-Based Therapy Manufacturing

In its quest to revolutionize cell-based therapies and mitigate the burdens of cancer, Akadeum Life Sciences is forging ahead with novel approaches. When asked about the company's future endeavors, the team provides an insightful glimpse into the company's strategic initiatives.

They emphasize Akadeum's commitment to addressing the staggering financial and human toll of cancer. The company goal is to enhance manufacturing and development processes of cell-based therapies, particularly those associated with CAR T cell therapies, which can cost upwards of \$500,000 per patient.

Akadeum's flotation-based cell separation platform is poised to significantly reduce manufacturing costs and the vein-to-vein time for patients. The company has achieved a noteworthy milestone by offering kits manufactured under current Good Manufacturing Processes (cGMP). However, the real excitement lies in the imminent launch of fully clinical-ready kits, greatly enhancing end-to-end CAR T cell manufacturing solutions.

The upcoming Clinical Ready products are versions of the Human T Cell Leukopak Isolation Kit, the Human T Cell Selection, Activation, and Expansion Kit, the Human T Cell Depletion Kit, and the Monocyte Negative Selection Kit. These kits are anticipated to elevate Akadeum's capabilities in providing comprehensive solutions for CAR T and CAR M cell therapies.

Akadeum's ambition extends beyond T cells, recognizing the promising potential of various cell types in the realm of cell-based therapies for cancer and other diseases. With an eye on solid tumors, the company is actively developing products tailored to new cell types. The versatility of the microbubble platform positions Akadeum as a driving force in empowering researchers to enhance their cell therapy manufacturing processes.

As Akadeum navigates the intersection of science and medicine, its dedication to advancing cell therapy manufacturing remains its focus. The company's strategy envisions a future where fully clinical-ready kits, coupled with an array of products catering to diverse cell types, propel Akadeum to the forefront of the evolving landscape in life sciences.

### Client Testimonials

- Cell isolation advancement has been minimal over the last four decades, even though needs have been rapidly evolving. Akadeum microbubbles are a rare and refreshing innovation in cell separation. With the microbubble leukopak isolation kits, we have been able to isolate more cells in a way that's faster and easier than ever before. We pride ourselves on providing the best quality products and solutions for our research

- partners, and tools like Akadeum's microbubble isolation kits help us deliver on our mission. – *CDMO (Raleigh, NC)*
- Akadeum products support a staggering range of applications within life sciences, health care, and biotechnology. They provide gentle and efficient separation, helping ensure reliable and reproducible results. The microbubble technology allows therapeutic developers to isolate high-yielding, pure, viable, and functional cells. It is flexible, fast, and user-friendly. – *C&GT Consultant*
- We routinely use Akadeum Microbubble Technology to separate RBCs from the PBMC layer of human blood. We started using the Akadeum Microbubble technology when we encountered PBMCs that were not separating from RBCs as expected when using lymphocyte-separating media. By using Akadeum's Microbubble Technology, we can obtain samples with PBMCs containing less than 1% RBCs. The procedure is easy to use and highly effective in depleting the RBCs from the PBMC layer and leaves no Microbubbles in our samples. – *Academic Research Lab (Tucson, AZ)*
- One additional day of life for a person who is terminally ill makes all the difference in the world to them and their families. Your solution can make that difference for them. We are still not saving the lives of the average person. Cell therapy needs to be available to the masses and to developing countries. Akadeum is helping make that possible. – *Therapeutic Developer (Los Angeles, CA)*

#### Accolades and Recognition:

In 2023, Akadeum received several notable awards, cementing its status as a trailblazer in the industry:

- Pharma Tech Outlook Magazine's Top Biotech Start-Up Company of the Year: Recognizing Akadeum's exemplary contributions to biotechnology.
- Fast Company Best Workplaces for Innovators: Acknowledging Akadeum's commitment to fostering innovative and diverse work environments.
- Best of Ann Arbor: Celebrating Akadeum's excellence and positive impact in the Ann Arbor community.
- Fast Company Most Innovative Companies: Highlighting Akadeum's position as one of the most innovative companies, solidifying its influence in the business world.

## A brief biography of the Featured Leader:

An award-winning scientist with over 15 years of experience working with magnetic beads and nanoparticles. His experience includes developing new types of particles, separation, and biosensors. Brandon brings previous startup experience in the life sciences and venture capital industries. He is also a recognized expert in customer discovery and using human-centered design for high-technology applications. Before Akadeum, he served as an entrepreneur in residence for Detroit Innovate, an early-stage venture fund facilitated by Invest Detroit. He also founded and served as chief technology officer of venture capital-backed startup Life Magnetics. He earned a Ph.D. in applied physics from the University of Michigan.



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*ACTIVE AS YOU ARE*

# Occams Advisory Inc.

## Simplicity in Complexity

Serving SMBs with Comprehensive Advisory Services since 2012!

This insight from **David King, Deputy CEO of Occams Advisory**, encapsulates the firm's mission to be the preeminent strategic partner for small and medium-sized businesses. Since its founding in 2012, Occams has disrupted the advisory space by bringing a rare blend of top-tier consulting prowess and entrepreneurial zeal to underserved SMB markets.

As he expounds, "For too long, SMBs have lacked access to the sophisticated advisory capabilities typically reserved for big corporations. We're leveling the playing field and ensuring every business, no matter its size, can reach its full potential."

It's this spirit of empowerment that catalyzed Occams' rapid rise from an industry upstart to a global player. What began as a focused team of like-minded consultants united by the philosophical principle of Occams Razor has flourished into a multi-disciplinary force over 500 strong.

From strategic planning and operational optimization to comprehensive innovation services, Occams wields an unparalleled suite of solutions tailored for SMBs' unique needs and growth trajectories. "We meet clients wherever they are in their journey and apply our Fortune 500 pedigree to clear the path ahead," David says.

At the heart of the firm's elite advisory capabilities is a seamless fusion of human-centered design and cutting-edge digital technologies. Occams enhances its top-flight management consulting with dynamic tools like AI, robotic process automation, and data analytics to drive lasting transformation.





**David King,**  
*Deputy CEO*

“

*Occams specializes in simplifying the complex and empowering businesses to achieve more than they ever thought possible.*

”

Yet what truly sets Occams apart is their people-first approach. "Our work is inherently about people—understanding their challenges, unlocking their potential, and empowering them to create exponential impact," he affirms. This reverence for human capital is embodied in Occams' own workplace culture, which prioritizes professional growth, DEI initiatives, and work-life balance. The firm's reputation as a magnet for top talent has attracted elite advisors and interdisciplinary experts who embrace Occams' vision.

As Deputy CEO, David is doubling down on this people-first ethos to architect Occams' ascent to global advisory leadership. By championing both client success and team member success in equal measure, he's paving the way for SMBs worldwide to access premier advisory services and ongoing partnerships.

"Our goal is to become the indispensable co-pilot for businesses daring to dream bigger," David says. "With Occams as their navigator, no ambition is too complex, no challenge too great."

*Let us explore their journey:*

### **The Transformative Journey of a Strategic Thinker**

David, a seasoned professional in the realm of strategic thinking, has dedicated his career to harnessing the power of innovative ideas to drive business success and community development. His journey began in the global banking sector in Europe, where he refined his skills in financial strategies and execution, laying the groundwork for his entrepreneurial venture in the United States.

Motivated by the desire to leverage his expertise to foster growth and innovation, David found inspiration in the challenge of translating complex strategies into tangible outcomes for clients and the opportunity to make a significant societal impact through his work at Occams Advisory. The firm's commitment to unlocking human potential and contributing to societal well-being aligned perfectly with his personal and professional aspirations. Residing in Sarasota, Florida, his life is a harmonious blend of professional ambition and personal fulfillment, allowing him to enjoy moments with his family and engage in community leadership. This balance keeps him grounded and focused on driving meaningful change through his work at Occams, where he continues to push the boundaries of strategic thinking and make a lasting impact on businesses and communities alike.

### **Occams Approach to Clarity in Complexity**

Occams methodology for elucidating complexity revolves around a meticulous exploration of the intricate dilemmas and possibilities confronting their clientele. Commencing with a comprehensive comprehension of the unique circumstances at hand, they harness their proficiency spanning diverse service domains like strategic delineation, operational optimization, and technological counsel. Their modus operandi entails deconstructing convoluted issues into digestible components, employing the tenets of Occams Razor to unearth the most straightforward and efficacious resolutions. Emphasizing actionable insights and strategic lucidity, they shepherd their clients through the decision-making labyrinth, with a steadfast commitment to fostering enduring, sustainable advancement.

By amalgamating the acumen of Fortune 500 enterprises with a pioneering ethos, they meticulously tailor integrated solutions that yield unequivocal results. This meticulous approach guarantees that their clients not only grasp the trajectory ahead but also possess the strategies and

resources essential for adeptly navigating the intricacies of their corporate terrain.

### **Elevating Small and Medium Businesses with Fortune 500 Expertise**

Occams, a distinguished firm, brings a wealth of Fortune 500 expertise to small and medium businesses, effectively bridging the chasm between high-level strategic acumen and the distinctive requirements of smaller enterprises. This harmonious fusion of elite experience and bespoke attention equips the clientele to embrace best practices and pioneering strategies that have garnered success in the echelons of the world's foremost corporations.

Through the adept translation of these insights into actionable and scalable solutions, Occams guides small and medium businesses in navigating growth, streamlining operations, and confronting challenges with a competitive advantage typically associated with industry behemoths. This meticulous approach not only expedites growth but also nurtures a culture of distinction and ingenuity within these enterprises, propelling them towards a trajectory of leadership in their respective domains.

### **Reviving Growth Through Strategic Transformation**

Occams Advisory, a renowned advisory firm, recently collaborated with a mid-sized technology company facing stagnation in its growth trajectory. The challenge was multifaceted, involving market saturation, operational inefficiencies, and a lack of strategic direction for scaling their business.

Occams Advisory stepped in to provide a comprehensive solution, commencing with a deep-dive analysis of the firm's operations, market position, and competitive landscape. The advisory firm then devised a strategic plan focused on innovation in product offerings, streamlining operational processes, and exploring new market segments for expansion.

The guidance provided by Occams Advisory included the implementation of advanced technological tools to enhance operational efficiency and customer engagement. Additionally, the firm facilitated strategic partnerships that expanded the client's market reach and diversified its service offerings.

Over the course of the engagement, the technology company revived its growth trajectory and established a

solid foundation for sustained long-term expansion. This transformation underscored the power of combining strategic foresight with operational excellence, ultimately allowing the client to achieve and maintain a competitive edge in a rapidly evolving industry.

### **Tailored Advisory Services**

Occams Advisory, a renowned global firm, firmly believes that a diverse and worldwide outlook is fundamental to its approach to delivering exceptional business and professional advisory services. This rich tapestry of perspectives, drawn from various markets and cultural landscapes, enhances the firm's understanding of nuanced client needs across different regions, enabling the crafting of tailored and effective strategies.

By harnessing the collective insights of a diverse team, Occams Advisory navigates complex global challenges with ease, fosters groundbreaking innovation, and drives sustainable growth, ultimately elevating the value delivered to clients worldwide. This holistic approach not only facilitates seamless transactions but also ensures that the solutions offered are robust, culturally informed, and aligned with global best practices, solidifying Occams' position as a trusted partner in the ever-evolving business landscape.

### **Upholding Ethical Excellence**

Occams Advisory demonstrates an unwavering dedication to maintaining responsible and ethical business practices across all facets of its operations. This zeal is evident in the company's focus on transparency, integrity, and accountability in every interaction, be it with clients, within the organization, or in community engagements. Occams Advisory firmly believes that ethical business conduct transcends mere adherence to legal requirements; it is about nurturing trust and mutual respect among all stakeholders.

The company's approach to responsible business practices is characterized by a steadfast adherence to ethical principles that serve as the guiding light for both strategic decision-making and day-to-day activities. This foundational ethos lies at the core of Occams Advisory's overarching mission to generate value that extends beyond mere financial prosperity, encompassing a broader spectrum of social responsibility, environmental stewardship, and positive community influence. By placing ethical considerations at the forefront of its operations, Occams Advisory ensures that its growth and achievements

contribute meaningfully to a more just, sustainable, and prosperous global landscape for all.

### **Occams' Talent Attraction and Retention Strategy**

Occams Advisory, an alarm of superiority in the industry, employs a multifaceted approach to attract and retain high-caliber, diverse talent. The company's core values and culture of achievement serve as the foundation for creating an inclusive environment that fosters personal and professional growth, ensuring that each employee feels valued and motivated.

By offering competitive compensation, comprehensive benefits, and ample opportunities for career advancement, Occams Advisory maintains an engaged and committed team. Furthermore, the firm invests in continuous learning and development programs, encouraging innovation and leadership within its workforce. This holistic strategy not only attracts diverse talent but also nurtures their skills and ambitions, aligning individual goals with the company's vision for maximizing human potential.

### **Strategic Approach to Business Solutions**

In his discourse, David articulates Occams Advisory's meticulous approach to delivering business solutions, which commences with a profound comprehension of the unique challenges and objectives faced by their clients. The initiation involves engaging in profound dialogue to grasp the intricacies of the prevailing issues. Subsequently, the team embarks on a thorough analysis to unearth the underlying factors and potential avenues for growth or enhancement.

Armed with these insights, Occams Advisory crafts a bespoke strategic blueprint that caters to the client's specific requirements, emphasizing actionable measures that harmonize with their overarching objectives. This blueprint may encompass suggestions for enhancing operational efficiency, expanding market reach, integrating technology, or other facets crucial to the client's prosperity.

Integral to their methodology is the provision of implementation support. Occams Advisory collaborates closely with clients to actualize the strategic plan, extending guidance and expertise to navigate any obstacles encountered along the way. They vigilantly monitor progress and outcomes, fine-tuning strategies as necessary to ensure sustained success and enduring growth for their clientele. This iterative modus operandi guarantees that

their solutions not only deliver immediate efficacy but also contribute significantly to the long-term aspirations of their clients.

### **Discovering Human Potential**

Occams dedicates itself to identifying and integrating individuals with exceptional talents and abilities. By fostering a culture that values the maximization of human potential, the company actively seeks out candidates who not only demonstrate exceptional skills and knowledge in their respective fields but also have a strong alignment with the company's ethos of achievement and innovation.

Through a rigorous selection process, Occams ensures that new team members possess the potential to significantly contribute to the company's mission of delivering superior advisory services while upholding the Occams Tenets, which emphasize strategic thinking, continuous improvement, and leadership. This approach enables the firm to maintain a dynamic and high-performing team dedicated to achieving excellence and driving business success.

### **Commitment to Business and Societal Progress**

Occams Advisory's approach to fostering positive changes in business and society is deeply rooted in their fundamental belief that businesses wield significant influence and bear the responsibility to propel societal advancement. This guiding principle permeates their advisory services, where they prioritize solutions that not only spur business development but also contribute meaningfully to the greater good.

By guiding their clients towards strategies that encompass ethical conduct, sustainability, and social accountability, Occams Advisory ensures that their growth is synonymous with positive societal transformation.

Beyond their client-focused endeavors, Occams Advisory's dedication extends to active engagement in community initiatives, advocacy for educational opportunities, and investments in environmental sustainability. This comprehensive approach magnifies the beneficial impacts of their work, nurturing a culture of accountability and influence among their clients and the communities they engage with.

Through these concerted efforts, Occams Advisory endeavors to act as a catalyst for change, illustrating the



interconnectedness and mutual reinforcement of business success and societal well-being.

### Cultivating Motivated Teams

Occams Advisory actively cultivates motivated teams through a strategic embrace of collaboration, diversification, and inclusion as its fundamental principles. Within the company, a culture is nurtured where teamwork flourishes, facilitated by transparent communication and shared objectives, ensuring each team member is esteemed and comprehended.

By purposefully diversifying its talent pool, Occams Advisory assembles a rich amalgamation of perspectives and competencies, thereby enhancing problem-solving capabilities and fostering a culture of innovation. This approach is deeply rooted in a steadfast dedication to inclusion, where distinctions are not only acknowledged but celebrated, serving as catalysts for nurturing a sense of belonging and mutual esteem. Collectively, these initiatives not only propel performance but also contribute to the creation of a vibrant, versatile workplace where every individual is empowered to realize their utmost potential.

### Raving Reviews and Rewards

Throughout its journey, Occams Advisory has had the privilege of collaborating with companies of all sizes, fostering a path of growth and excellence. One notable example is a prominent masonry company in Arizona, which initially remained unaware of its eligibility for significant tax credits. However, the team of experts at Occams Advisory skillfully demonstrated the company's qualification and the depth of its eligibility, opening the door to substantial financial opportunities.

Following the successful claim of \$10.5 million in tax credits for this client, the CFO expressed that the company would need to secure a massive contract worth approximately \$100 million to achieve such a significant financial gain. Moreover, the CFO emphasized that three critical conditions must be met to achieve this goal:

- Zero Accidents: No one gets hurt or sick on the job.
- Timely Supplies: Supplies must arrive on schedule.
- Subcontractor Harmony: Subcontractors must not be involved in lawsuits.

The leadership team of this company initially expressed skepticism about filing for tax credits, having interviewed five other Tax Efficiency companies. However, Occams

Advisory stood out due to its professionalism, prompt follow-up, extensive knowledge, and comprehensive understanding of various tax programs. The CFO of the largest masonry company in Arizona praised Occams Advisory's exceptional services, highlighting the company's commitment to excellence and innovation.

Occams Advisory has garnered numerous prestigious awards that reflect its dedication to innovation and excellence in the industry. Notably, the company has been featured on the Inc. 5000 list multiple times, most recently in 2023, which recognizes the fastest-growing private companies in America. Additionally, Occams Advisory was ranked #25 in the United States for process innovation by Fortune Magazine in March 2023 and included on Fortune's list of America's Most Innovative Companies for the same year. These accolades underscore the company's relentless pursuit of innovation and its significant impact on the businesses it serves, driving both growth and industry advancements.

### About David King:

David exemplifies a leader focused on results and growth, blending strategic acumen with a track record of execution. Currently serving as the Deputy CEO at Occams Advisory, his extensive experience in global banking across Europe laid the foundation for his entrepreneurial journey in the United States. David's lateral thinking adds valuable perspectives to our strategic vision, contributing significantly to our client's growth trajectory.

Residing and operating from Sarasota, Florida, David embraces a multifaceted life. Beyond his professional endeavors, he cherishes his roles as a father to two boys, a devoted husband, a caring son, and an esteemed community leader. David is an avid sports fan and enjoys nothing more than watching his sons from the side of the field. His favorite downtime is spending time in the tranquil stunning waters of the Gulf of Mexico in Florida.



# AW Global

## Pioneering Technological Transformations with Innovation

**AW Global** is the leading ERP implementation partner in Latin America. Focused on Dynamics 365, they are a preferred Microsoft Business Solution Partner. Founded in 1993, AW Global brings over three decades of experience in the technological transformation market. Throughout this time, it has supported companies among multiple industries in their digitalization journey. The company's main challenge was incorporating ERP solutions unfamiliar to the region while adapting them to each country's tax regulations. AW Global developed tax localizations for Microsoft ERPs to address this, effectively filling this functionality gap and becoming the benchmark for regional localizations.

### **Expert Team and Comprehensive Offerings**

AW Global boasts a track record of over 25 years in Microsoft ERP localization, adopting a multicountry approach for the entire region. Over the years, it has honed its ability to understand the complexities of each market, offering tailored and efficient solutions to drive client success in regional expansion efforts. Microsoft's endorsement further validates its expertise and commitment to quality. With a team of over 240 Dynamics-specialized experts, AW Global executes multicountry implementations at a regional level with exceptional results, solidifying its reputation as the ideal partner for companies aiming to optimize operations in a dynamic business environment.



**Daniel Cantore,**  
*Board Member & Founding Partner*

“

*With each finishing year, we have refined our ability to address the complexities and difficulties of each market in which we operate, allowing us to be differentiated and effective solutions that drive the success of our clients in their regional expansion.*

”

### Transforming Businesses with Microsoft Business Applications

In today's business landscape, ERP systems are indispensable. AW Global leverages its experience and technology to elevate Microsoft Business Applications, enabling clients to scale their businesses according to strategic goals. Its value proposition comprises two main verticals:

**Technological Implementation:** AW Global specializes in implementing Microsoft products for end customers, facilitating the transformation and evolution of their

operations. Its regional ERP localization ensures easy, dynamic, and efficient implementation across multiple countries. Additionally, it offers partner-to-partner services, collaborating with regional partners to deliver tailored implementations adapted to specific company needs. AW Global's success is attributed to three key factors:

- **Dedicated Team:** Its employees' dedication, experience, and motivation are fundamental to its market position and service quality.
- **ERP Localization:** Localization of F&O and Business Central for 14 countries in the region distinguishes AW Global and positions it as a strategically for expanding companies.
- **Customer Trust:** Client trust in AW Global's services drives its commitment to innovation and improvement, ensuring it remains a leader in the industry and meets evolving market needs.

### Led by a Visionary

As a leader at AW Global, **Daniel Cantore (Board Member & Founding Partner)** primarily focuses on aligning himself with clients' needs and guiding them through their technological transformation journey to achieve strategic objectives. This entails deeply understanding their medium-term goals and ensuring the company's work teams align with them to pursue a shared vision. “*I firmly believe that by joining forces between both parties, establishing clear objectives, and executing a solid technological transformation project, we can achieve the desired success for our clients,*” says Daniel. Moreover, Daniel's leadership revolves around motivating the team to maximize performance. By working collaboratively and focusing on strategic objectives, outstanding results are attained, ensuring customer satisfaction in every technological transformation project undertaken.

### Investing in Continuous Development

At AW Global, the team is the backbone, and nurturing their development and motivation is a fundamental aspect ingrained in the company's culture. The recent recognition as the 7th best place to work in the Great Place to Work ranking up to 250 employees is a



testament to the commitment and passion that employees bring to their work daily. This commitment is reflected in the excellent results achieved for clients. Maintaining an average annual turnover rate of 7% contrasts sharply with other companies facing turnover rates of over 35%. This low turnover rate highlights the positive environment fostered at AW Global, contributing to the team's high motivation and commitment to delivering quality solutions.

In addition to creating a positive work environment, Daniel emphasizes the importance of staying at the forefront of technology and continuously investing in each team member's leadership and personal development. This includes providing opportunities for training and professional growth and fostering an inclusive and collaborative work environment. Empowering the team and providing them with the necessary tools and support ensures they remain motivated and capable of meeting challenges effectively. *“By empowering our team and providing them with the tools and support they need, we ensure they are constantly motivated,”* he adds.

### Looking Ahead at the Future

At AW Global, the company remains focused on solidifying its position as the top partner for regional Microsoft implementations. Its future vision revolves around fostering collaboration among partners to ensure successful implementations and support product growth. This collaboration is vital to fulfilling the company's mission and ensuring client satisfaction as its operations evolve and expand. Moreover, AW Global aims to integrate artificial intelligence effectively into its solutions, empowering businesses to align with their goals through strategic tools. This transition to AI is pivotal for driving efficiency and innovation in business processes, and the company is dedicated to spearheading this technological advancement for the benefit of its clients and the market at large. Looking ahead, AW Global envisions itself as a leader in its segment, maintaining its proud status as the premier ERP localization provider. The company's vision entails growing alongside the evolution and innovation of Microsoft products, establishing itself as the representative voice of technology in the minds of its


clients. In this partnership, Microsoft serves as the creator of technological solutions. At the same time, AW Global positions itself as the provider of these products, prioritizing service over product to achieve more efficient results.


### Analyzing the Latest and Upcoming Industry Dynamics

As a leader, Daniel observes a clear industry trend toward product evolution, transforming into technologies that enhance each client's processes. Over the next 6-12 months, he anticipates an increased emphasis on personalization and adaptability in technological solutions to cater to individual company needs. Combining cloud services and artificial intelligence will drive this evolution, making products more intuitive and agile. This synergy will enable faster and more efficient implementations, revolutionizing current business operations and facilitating adaptation to market changes. Moreover, unlike other top-tier providers, it's noteworthy that Microsoft fosters an environment conducive to continuous innovation around its products. This flexibility allows companies to fully leverage the latest technologies and emerging trends to fuel their growth and competitiveness in a dynamic ecosystem.

Daniel advises those aiming to thrive in the industry to understand that digital transformation is a collaborative effort. Organizational change is crucial when tackling transformation projects impacting business processes, often necessitating adjustments to work methods to adopt optimal technology and scale companies effectively. Furthermore, working with products offering ongoing support and evolution is vital, prioritizing medium-term business objectives over price. Choosing technological solutions aligned with the company's strategic goals ensures growth and adaptability as market needs evolve.





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# Dubey Law Office

## Navigating the Complexities of the US Immigration Law

For immigrants and the common public, the US immigration law can be a labyrinth – from understanding the right visa category to complying with meticulous procedures, the process can feel overwhelming. Moreover, unforeseen delays and ever-evolving regulations only add to the stress. Located in Washington, D.C., **Dubey Law Office, PLLC**, is dedicated to empowering individuals and businesses with the knowledge and guidance they need to achieve their immigration goals. Founded by **Mr. Prashant Rajendra Dubey**, a passionate attorney with over 5 years of experience, Dubey Law Office prioritizes a client-centric approach, emphasizing clear communication and successful outcomes.

### Extensive Expertise in Immigration Laws

Mr. Dubey is an attorney offering legal services in Immigration law matters. His family, including parents and sister, are settled in Richmond, VA. At the same time, he maintains his residence and law practice in Washington, D.C. Mr. Dubey has been practicing Immigration Law for 5 years, with significant experience in family- and employment-based immigration and extensive expertise with Federal Immigration Litigation over delayed immigration benefits.

In 2019, when Mr. Dubey passed the bar exam, he aimed to establish his venture. He sought to practice law independently, catering to clients according to his vision. Immigration held personal significance for him, being a first-generation Indian-American. Witnessing his parents' immigration journey and navigating through his marriage immigration process in 2016 fueled his determination. The intricacies of immigration procedures, even for someone with legal expertise like him, underscored the need for simplification and support for laypeople. Thus, he founded his immigration law practice dedicated to aiding clients with their immigration-related legal issues.





**Prashant Rajendra Dubey,**  
*Founder*

Setting alerts is crucial to staying on top of the ever-changing immigration landscape. Dubey subscribes to USCIS policy alerts, "immigration" Google alerts, and American Immigration Lawyers Association updates. These channels inform him about regulatory changes in immigration policies and procedures. Networking with fellow immigration attorneys is also essential. Knowledge exchange with peers allows him to stay abreast of trends and upcoming changes in the field, ensuring his practice remains up-to-date and effective.

### Standing Out with Comprehensive Offerings

As a law firm located in the nation's capital of Washington, D.C., the Dubey Law Office offers cutting-edge legal services. As Individuals & businesses must adapt to new rules & regulations with changing business and immigration laws, the Dubey Law Office guides clients through those intricacies with ingenuity & attention to detail. It works with individuals & businesses through every step of a legal issue to provide innovative solutions, strategic advice, & personalized service at a cost-effective rate.

Here's how Dubey Law Office stands out:

- **Deep Expertise:** The company stays abreast of the ever-changing immigration landscape, ensuring clients can access the latest information and strategies.
- **Personalized Attention:** Dubey Law Office doesn't believe in a one-size-fits-all approach. Each case receives meticulous evaluation, providing clients with clear roadmaps for success.
- **Proven Success:** With a history of helping over 500 families achieve their immigration goals, from litigation against USCIS to immigration benefit applications, Dubey Law Office boasts a strong track record.

### A Client-Centric Approach

Customer satisfaction always takes precedence in his firm, as indicated by the positive reviews. Prashant Dubey ensures transparency in his dealings. For instance, when approached by individuals seeking assistance with the EB-1A Green Card Process, reserved for those with "Extraordinary Ability," he evaluates each case meticulously. If he discerns a lack of potential for a strong case, he communicates these upfront, empowering clients to make informed decisions. Moreover, he provides a roadmap for individuals looking to qualify for the EB-1A

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immigration benefit, as well. Attempting applications with low chances of success would be futile and detrimental to all involved parties, leading to a poor customer experience.

Moreover, Dubey endeavors to provide pro bono assistance when feasible. For example, one client sought help in filing an extension application for their mother-in-law, who was visiting the US to support her daughter diagnosed with cancer. Dubey took on the case pro bono, demonstrating his commitment to serving those in need without charging attorney fees. Dubey goes the extra mile to educate clientele on social media platforms, adding value to their lives and functioning as a trusted advisor. He addresses their queries and conducts webinars and information sessions to inform them about altering regulations and the ever-changing immigration landscape. The firm has its finger on the pulse of immigration trends and challenges and enables clients to navigate them successfully. Whether a delayed approval of EAD applications, 221G visa delays, or delayed green card processing, Dubey Law Office offers strategic advice for mitigating numerous immigration obstacles. The firm has consistently delivered results and helped over 500 families successfully litigate against delays in the H4 EAD, visa, and green card processes.

A prime example of his dedication is evident in their litigation against USCIS. While some firms opt for group lawsuits encompassing numerous plaintiffs, Dubey's firm

Quill Fire



adopts an individualized approach. They assign each plaintiff only one lawsuit, allowing for tailored representation based on their circumstances. Despite being a slower process, this method has yielded success, with over 550 lawsuits against USCIS and the Department of State resolved favorably over the past four years.

Dubey underscores the importance of focusing on client outcomes to maintain motivation. For instance, securing a Green Card for a family can significantly alter their prospects. Through litigation, they've facilitated various positive outcomes. For instance, they assisted a medical student in overcoming delays in H4 EAD work authorization, ensuring continuity in their residency program. Another case involved advocating for a client's son with disabilities to maintain health insurance coverage through their spouse's H4 EAD. Additionally, they secured work authorization for a pregnant client, who was facing job loss and loss of health benefits due to USCIS processing delays, safeguarding her employment and healthcare coverage. Such outcomes imbue the entire process with a sense of fulfillment for the law firm.

#### **Adapting to New Business Evolution**

Dubey Law Office strives to remain consistently at the forefront of industry evolutions and trends. To do so, Mr. Dubey has a monthly newsletter that he sends out to over 800 clients. It helps them stay updated on recent USCIS

news and changes and allows them to communicate any trending items for the month. For instance, he has recently had several clients approach him about the Green Card process under the EB-1A category. He ensures that he addresses any topics that feel or become a trend in his newsletters in case others have similar questions or concerns.

#### **On Being One of the Leading Companies of 2024**

*"Customer-obsessed culture. We don't go more than 24 hours without responding to a client's email. If we don't have an answer right away, we will inform them and ensure they know we're hunting it down for them. Transparency for our clients. If they do or do not qualify for immigration benefits, we will let them know. If there is a path to qualification, we will draw up a roadmap for them. This is especially important for them in the case of EB-1A applicants, where there is an extremely high threshold for qualification."* –Mr. Dubey



**DUBEY**  
LAW OFFICE, PLLC



# Hawkary Pharmaceuticals Co.

A Leading  
Company

First of all, the pharmaceutical industry is considered a pure humanitarian domain, serving all patients and fellow citizens. This is where **Omer Seyan, Chief Executive Officer of Hawkary Pharmaceuticals Co.**, shines like a star. In a world where access to quality healthcare is often limited by financial constraints, Omer Seyan emerges as a beacon of hope. His unwavering commitment to making essential medicines affordable and accessible has transformed the landscape of healthcare in his community.

Omer's journey into the pharmaceutical industry was driven by a deep sense of purpose and a desire to make a tangible difference in people's lives. "At Hawkary, we import premium new generic products to our country because we believe in delivering high-quality medicine cheaply," he shares. "Our aim is to achieve availability of all kinds of drugs, supplements, and cosmetics, increasing healthcare awareness in our community."

Under Omer's visionary leadership, Hawkary Pharmaceuticals Co. has become synonymous with innovation, quality, and affordability. By leveraging strategic partnerships and embracing cutting-edge technologies, the company has revolutionized the way healthcare products are manufactured, distributed, and consumed.

But Omer's impact extends far beyond the boardroom. He is deeply involved in philanthropic initiatives aimed at improving healthcare infrastructure and promoting health education in underserved communities. Through his tireless efforts, Omer is

**Omer Muhamed Ismail Seyan,**  
*Chief Executive Officer (CEO)*

not only transforming the pharmaceutical industry but also fostering a culture of compassion and social responsibility.

As Hawkary Pharmaceuticals Co. continues to expand its reach and influence, Omer Seyan remains steadfast in his commitment to his founding principles. His unwavering dedication to making healthcare accessible to all serves as an inspiration to aspiring entrepreneurs and changemakers around the world.

In a world fraught with challenges, Omer Seyan stands as a testament to the power of vision, determination, and compassion. Through his leadership, he is not just shaping the future of healthcare but also leaving an indelible mark on humanity.

### **Leading with Collaboration and Trust**

At the helm of Hawkary Pharmaceuticals Co., Omer champions a leadership style rooted in collaboration and trust. He emphasizes the importance of outlining a clear path while empowering his team to contribute their diverse perspectives.

By fostering an environment where every voice is valued, Omer believes the organization can unlock its full potential and drive innovation.

### **Communication and Transparency**

Open dialogue and transparency are pillars of Omer's leadership philosophy. Keeping his team informed and engaged fosters a sense of ownership and alignment, enabling efficient collaboration towards shared goals. Omer leads by example, upholding values of integrity and excellence to inspire his team to strive for greatness.

### **Adaptability in a Changing Landscape**

Omer acknowledges the challenges posed by the dynamic pharmaceutical sector, from regulatory shifts to managing talent and fostering innovation amidst risks. His proactive approach involves staying updated on industry changes, building relationships with experts, and implementing frameworks that balance innovation with compliance.

Recognizing the importance of talent development and cross-functional collaboration, Omer emphasizes investment in programs that promote learning and

teamwork. By fostering a culture of continuous improvement and creativity, Hawkary Pharmaceuticals Co. can overcome obstacles and achieve success in a competitive market.

### **Strategies for Future Success**

In a rapidly evolving industry, Omer stresses the importance of staying abreast of trends and regulatory requirements. Through strategic planning and proactive engagement with stakeholders, Hawkary Pharmaceuticals Co. aims to maintain its position as a leader in innovation and compliance.

Omer champions inclusivity and supportiveness within his team, promoting open communication and collaboration across departments. By valuing diverse perspectives and empowering team members, Hawkary Pharmaceuticals Co. fosters a culture of creativity and teamwork.

### **Influences on Leadership**

Omer's leadership journey has been shaped by mentors, experiences, and a commitment to continuous learning. Drawing inspiration from influential figures and personal growth, he remains dedicated to driving positive change within the pharmaceutical industry.

Omer's ultimate goal is to establish Hawkary Pharmaceuticals Co. as a leader in the Middle East, driven by innovation and excellence. With a focus on teamwork, dedication, and strategic planning, he aims to propel the company to new heights of success.

Motivated by the potential to improve lives and elevate societal well-being, Omer remains steadfast in his pursuit of transformative change. Through a relentless dedication to excellence and a focus on societal impact, Hawkary Pharmaceuticals Co. strives to lead the way in the pharmaceutical distribution sector.





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# UL Solutions

## Pioneering Safety and Innovation Across the Tech

"In our hyper-connected age of technological convergence, consistently upholding safety and quality standards is more vital than ever before." - **Ibrahim Jilani**,  
**Global Director of Consumer Technology at UL Solutions.**

For over a century, UL Solutions has represented the vanguard of testing, inspection and certification services across a vast array of industries. And in our exponentially accelerating tech landscape, their mission to proactively address safety and compliance challenges is only growing more essential.

At the forefront is Ibrahim Jilani, Global Director of Consumer Technology, overseeing UL Solutions' pioneering work across AR/VR/MR, audio/video, batteries, consumer electronics, robotics, data centers, and beyond. With over 18 years of experience at the company, Jilani has amassed unparalleled expertise managing evaluations for both emerging and established product categories. "Technology's scope and complexity are rapidly evolving, which in turn generates new potential hazards requiring innovative risk mitigation," Jilani explains. "Our role is staying ahead of the curve through research, collaboration with stakeholders, and comprehensive safety science."

Under Jilani's visionary leadership, UL Solutions is pioneering novel testing methodologies and certification programs tailored for cutting-edge technologies



**Ibrahim Jilani,**  
*Global Director of Consumer Technology*



hitting the market. Their data-driven insights and technical acumen help manufacturers benchmark quality, enhance product resilience and manage compliance across global jurisdictions.

"We strive to be a force-multiplier for innovation by alleviating regulatory burdens and reinforcing consumer confidence," says Jilani. "Our goal is enabling companies to focus on pushing technological boundaries, not getting mired in red tape."

Jilani's influence also stretches worldwide through his participation in numerous industry consortia and national/international standards bodies. He serves as a preeminent UL Solutions ambassador, frequently interfacing with multinational manufacturers, regulators, and retailers.

Such leadership has earned Jilani significant accolades including UL Solutions' prestigious Mark of Excellence Award—which recognizes employees exhibiting exemplary performance—a remarkable five times throughout his tenure.

As the frontiers of connectivity, mobility, artificial intelligence, robotics and other technological realms expand, UL Solutions and pioneering leaders like Ibrahim Jilani will continue playing an indispensable role. Their diligence in safeguarding quality, preventing risks, and instilling trust paves the vital pathways for innovation's brightest possibilities.

### **Childhood Inspirations and Early Professional Path**

Ibrahim's journey into engineering was sparked by his father, a mechanical engineer renowned for his innovative patents, particularly in home lighting. Growing up, Ibrahim actively participated in his father's projects, igniting a passion for computer engineering and technology advancement. His career commenced at UL Solutions in 2005, where he delved into appliance engineering, laying the foundation for his multifaceted role in driving industrial, commercial, and consumer electronics innovations.

### **Customer-Centric Philosophy at UL Solutions**

Embedded within UL Solutions' ethos is an unwavering commitment to customer satisfaction. Ibrahim champions a culture that prioritizes customer needs, streamlining processes for seamless service delivery and maintaining open lines of communication. By monitoring key performance indicators and investing in staff training, UL Solutions ensures unparalleled customer experiences, fostering loyalty and trust.

### **Safeguarding Innovation with Safety Standards**

As a pivotal player in the consumer technology landscape, UL Solutions recognizes the critical importance of safety and sustainability. Collaborating with manufacturers, UL Solutions proactively develops safety standards to address emerging technologies' potential risks. Notably, the creation of UL 8400, the world's premier safety standard for XR equipment,



epitomizes UL Solutions' proactive approach to innovation governance.

### **Global Leadership and Cultural Sensitivity**

Navigating a global workforce requires adept leadership grounded in cultural sensitivity and effective communication. Ibrahim's leadership style emphasizes respect for diversity, clear articulation of objectives, and an awareness of cultural nuances. By fostering an inclusive environment that values varied perspectives, UL Solutions cultivates synergy across regions, driving collective success.

### **Continuous Improvement through Lean Six Sigma**

Ibrahim's tenure as a Lean Six Sigma Black Belt underscores his dedication to operational excellence and continuous improvement. Spearheading initiatives to optimize project management and streamline processes, he ensures that UL Solutions remains agile and responsive to evolving market dynamics. By instilling a culture of continuous learning and improvement, Ibrahim fosters a workplace environment conducive to innovation and growth.

### **Strategic Alignment with Market Trends**

Staying abreast of market trends and technological advancements is imperative in UL Solutions' quest for sustained relevance and competitiveness. Ibrahim's strategic approach involves active engagement with customers, industry peers, and regulatory bodies to anticipate and address evolving market demands. By aligning innovation initiatives with market trends, UL Solutions positions itself as a leader in delivering cutting-edge solutions that meet consumer needs.

### **Upholding Transparency and Trust**

In an era marked by rapid technological innovation, Ibrahim underscores the paramount importance of transparency and trust.

UL Solutions prioritizes transparency in its operations, demonstrating a commitment to safety, security, and sustainability. By fostering a culture of integrity and

accountability, UL Solutions earns consumer trust and confidence, laying the foundation for long-term success.

### **Proactive Risk Management**

With a legacy spanning over a century, UL Solutions has developed robust risk management processes to safeguard employee safety and mitigate product-related risks. Leveraging accredited safety standards and collaborative partnerships, UL Solutions ensures that innovative products enter the market safely and responsibly. By prioritizing safety certification, the company upholds its commitment to consumer welfare and societal well-being.

### **Visionary Leadership and Long-Term Planning**

Ibrahim's leadership is characterized by a forward-thinking vision and a steadfast commitment to long-term strategic planning. Regular communication and collaboration with internal stakeholders facilitate alignment on organizational objectives and priorities. Through ongoing review processes and feedback mechanisms, UL Solutions maintains agility and responsiveness in navigating evolving market landscapes.

### **Empowering Aspiring Leaders**

Drawing from his own experiences, Ibrahim offers sage advice to aspiring leaders seeking to make their mark in the industry. He emphasizes the importance of continuous learning, technical expertise, and effective communication skills. By cultivating a culture of innovation and inclusivity, aspiring leaders can drive positive change and contribute to the advancement of consumer technology while upholding the highest standards of safety and sustainability.



**Solutions**

# Epicurean Group

When it comes to healthy food, people all over the world prioritize nutritional value. However, many are unaware of the extent of chemical usage in food production. In fact, in 2024 75 percent of non-organic produce – and 95 percent of items on the Dirty Dozen – is coated with pesticides which can disrupt human hormone systems. While people often assume that high-nutrient organic fruits and vegetables are inherently healthy, their limited understanding of the benefits of fresh, organic foods and the risks associated with pesticides hinders them from making truly nutritious choices. Consumption of organic food is often tied to overall healthier dietary practices, lower levels of overweight and obesity, and reduced incidence of metabolic syndrome, high BMI, non-Hodgkin lymphoma, infertility, birth defects, allergic sensitization, otitis media and pre-eclampsia.

Most people are also unaware of the kinds of produce that must be eaten in different seasons. The value that lies in seasonal fruits and vegetables is exceptional. Unfortunately, if all types of foods are available all year round, the focus shifts from seasonal foods to the rest, which makes it unhealthy eating by comparison. By eating local, seasonal produce, you are not only enjoying the freshest flavors available to you, but you are also investing in the stewardship of the land and helping to transform our food system.



**Mary Clark Bartlett,**  
*Co-Founder*



To promote fresh and healthy food, **Mary Clark Bartlett** Founded the Epicurean Group in 2003 with **Co-Founders** Marvin Rodriguez and Rey Hernandez. Entirely dedicated to sustainable dining, the group specializes in campus and corporate restaurants, distinctive community dining, and fine arts dining. Additionally, it also offers incomparable catering services for discerning clients.

### **Epicurean Services: Commitment to Local and Fresh Food Practices**

A contract food service management company headquartered in Northern California, Epicurean Group services corporate America. Among its numerous clients are corporate business education, higher education, private education accounts, and specialty venues like museums. The group provides services in several US states, including Colorado and the northwest.

The company buys organic, seasonal, and fresh foods from local growers, producers, artisans, and farmers and provides them fresh. A value-based company, Epicurean Group functions on the principles of sustainability, integrity, and high quality. It is committed to helping its guests make smart food decisions.

The group is among the few authentically independent businesses. This provides it with the freedom to collaborate with local suppliers and farmers and offer fresh foods that are good for the mind and body. What's more, the company is dedicated to cooking from scratch and avoiding any prepared or frozen foods that are high in sugar, sodium, or fat.

The group builds a menu based on the season. Mary says, "There are no menu cycles from the home office involved. We buy and cook by Mother Nature's abundance and on her schedule." In addition to this, the group buys only the highest-quality, fresh produce, dairy, seafood, and meats that are available in the local markets.

### **Founding Epicurean Group**

In 2003, Mary worked for a company where Marvin, Rey, and Mary helped the company go national. Not only

that, they also opened several huge accounts with them. At that point, they realized there wasn't any upward movement for them. Thus, with a passion for fresh and healthy food, and for delivering exceptional dining experiences, they started their own company, known as Epicurean Group today.

Mary says, "Our clients have a very clear choice in the market today — to hire a global behemoth and be just another number in a big machine or to engage with a company like Epicurean Group, where each and every single one of our clients matters. It's personal for us. We might be small, but we have a big bite!"

### **Resilience Through Adversity**

The COVID pandemic affected economies across the globe. Epicurean Group was also among the businesses facing challenges at the time. Nonetheless, Mary says, "We managed that period very well. We came through it and maintained all of our managers and did safety training."

This is not it. The CEO also believes that these hard times made the company stronger. She says, "I think because of it, we're stronger. Facing adversity head-on with challenges and with an open mind and that, too, with a team, to collaborate and come up with solutions is always the best way to do that. We're a group that does that."

The group is celebrating its 21st anniversary this year, but Mary calls it a startup. Why? Because the team is still excited! This excitement is what keeps the team experimenting with numerous different things, making it stay up-to-date with the changing marketplace.

### **Setting the Group Apart**

A majority of businesses in the food industry merely talk about local, fresh, and healthy food. Epicurean Group does it. In fact, the group does not only have the green certification (Green Business Certified since 2007) but it has also received several awards like the governor's most prestigious award. Since 2013, it has ranked among the Food Management Top 50 Companies, which is highly noteworthy.

What's more, the group also belongs to Slow Food USA and Slow Food International and is their delegate member. Attending the events with delegates from 150 other countries helps the company understand what kind of food they eat. This further helps them understand the alternatives to meat consumption for protein intake.

Epicurean Group is also a trendsetter with regard to the Clean 15 and the Dirty Dozen. While the Clean 15 refers to things that do not consist of pesticides, the latter are the items that are full of chemicals.

The group provides nutrition education to its communities called Learn at Lunch, which includes student and adult communities. From construction to recommendations on energy savings to food specifications to the Clean 15 and the Dirty Dozen, Learn at Lunch covers everything. Mary says, "We believe that the millennials and the GenZ will change the food system."

Even though there is plenty of rain this year, the company is still focused on preserving water. In addition, it focuses on converting trash into compost and conserving energy. This is what the core of the Epicurean Group is — it believes it is their duty to do everything for the upcoming generations.

### The Perspective on Seasonal Foods

In food literacy, the group talks about the benefits of certain foods and what kinds of foods should be eaten together. Mary says, "We like to do nutrition education in our accounts and teach people how to eat." For instance, even when one is in California and the food is available throughout the year, which kinds of foods are nutritious in which seasons, and when they are of the best taste and price.

For all those who live in climates where fresh foods are available, Mary suggests eating fresh food. This improves health, enhances focus, and maximizes performance. It also increases the ability to attain things and the ability to concentrate for longer durations.

She says, "If you want peak mental and physical performance, you want good health, eating seasonal

foods is worth the time, the education, and the investment."

### The Vision of Epicurean Group

The Epicurean Group has the vision to teach seasonal eating and health. Mary says, "We believe that when we eat well, we are happy and healthy, and that's what everyone's after." There's too much sugar in the American diet, which is bad for blood sugar levels.

Several people are unaware of bad health. Nearly 66% of Americans are diabetic and are overweight. About 50 years ago, this was not the case. "My testament is looking at pictures from Disneyland in southern California from 60 years ago and then looking at pictures today," says Mary.

Thus, the company's goal is to keep people healthy and happy, to offer great foods that meet people's budgets, and to use the Dirty Dozen and the Clean 15. Besides, Mary thinks that great foods bring great people together.

"We like to be partners with our clients, not necessarily vendors," says Mary. In the last 20 years, the company has gone slow with teaching about food nutrition. It believes that its social media handles will change the food system in the entire nation. With this, the business will also grow nationally. Currently, the company is at the 65 million mark and hopes to reach the 130 million mark in the next three years.

Additionally, the group also plans to move into other states in the northwest and possibly the East Coast as well.









An aerial photograph of a vast, textured glacier. A dark, winding stream of meltwater flows through the center of the ice, creating a stark contrast with the surrounding white and blue ice. The stream meanders from the upper right towards the lower left, eventually disappearing into a larger pool of water. The ice surface is marked by numerous crevasses and ridges, giving it a complex, organic appearance.

LET'S ONLY LEAVE  
FOOTPRINT OF  
OUR PATHS.

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# Rhino Reviews

In the current business landscape, online reputation management has become crucial for brands to reflect their integrity and customer loyalty. While the wide accessibility of the internet has made it easier to monitor and analyze their online reputations, several businesses continue to face challenges. In fact, the problem that many businesses encounter is a lack of understanding and control over their online narratives, often feeling overwhelmed by the volume and impact of online reviews, comments, and mentions.

**Rhino Reviews** addresses the challenges businesses face in managing and enhancing their online reputations. In today's digital-centric world, a company's online presence functions like a business card—essential for making a first impression and pivotal in influencing potential customers, employees, and partners.

## A Robust Establishment

Headquartered in Philadelphia, PA, **Chelsea Craig** founded Rhino Reviews in 2018. Recognized as a Google My Business product expert, Chelsea has helped numerous businesses across various industries build and repair their online presence. Growing up, she observed her entrepreneur father juggle numerous roles and manage a constant to-do list while building his business. Her entrepreneur husband gave her another close look at the relentless work and multiple responsibilities business owners face. In a peculiar twist of fate, both men encountered reputation issues





**Chelsea Craig,**  
*Founder*



“

*One solution we found for you, and we won't be able to extend this offer to our clients. We can provide them with a full-time person who can be dedicated to their business.*

”

around the same time, prompting her to search for solutions that wouldn't add to their burdens. The options were either prohibitively expensive, overly complex with too many choices, or strictly do-it-yourself. Seeing a unique opportunity, Chelsea was inspired to enter the market with a custom, done-for-you solution to address this gap. Currently, she spearheads Rhino Reviews with a hyper-focus on reputation management.

### Boutique of Unique Offerings

Rhino Reviews provides custom, done-for-you solutions tailored specifically for online reputation management. As the digital landscape has evolved, so has the company, expanding its services to keep pace with the increasing digitalization of society. Initially focusing on typical review generation, management, and monitoring, the company soon broadened its offerings to include Google

My Business management, business listing management, social media monitoring, and overall monitoring.

With the onset of COVID-19, Rhino observed a shift in hiring strategies and began to emphasize brand reputation management from an internal perspective, affecting employees. This led to the company's engagement with employer platforms like Glassdoor, Indeed, and Comparably. This pivot represents a unique solution in the market, especially as virtual working environments and the employer marketplace have undergone significant changes in recent years. Recognizing that online reputation and reviews often fall into a gray area, neither fully managed by HR nor marketing teams, Rhino has positioned itself to fill this gap effectively.

Rhino Reviews remains committed to responding to client needs, continuously adapting its services to include requests for digital PR work and crisis management. Each client receives a service package meticulously tailored to their industry, needs, challenges, and budget.

### Standing Out in the Dynamic Market

Rhino Reviews stands out in the dynamic market landscape in the following manners:

- **Industry Expertise:** Unlike other agencies that offer many services, Rhino Reviews focuses exclusively on reputation management. This dedicated approach ensures that the team remains at the forefront of the industry's latest strategies, updates, and practices.
- **Agility and Speed:** As a boutique agency, Rhino Reviews is praised for its quick responsiveness and ability to deliver results swiftly. This agility is a significant advantage in the fast-paced digital world.
- **Leadership and Process:** At Rhino Reviews, the frustration clients often face with frequent changes in account management is addressed directly. The company's founder personally oversees each strategy to guarantee consistency and quality, while the execution is handled seamlessly by the skilled team.

Moreover, Rhino Reviews is not just involved in reputation management; it leads in the field. As a leader and expert in online reputation management, Chelsea has conducted Masterclasses, guest lectures at universities,

and sessions at national marketing events. The team stays abreast of all platform updates, ensuring clients benefit from the most current and effective strategies and support. Through its focused approach and commitment to client-specific solutions, Rhino Reviews not only meets but exceeds the expectations of those it serves, positioning itself as a leader in the specialized field of reputation management.

### Spearheaded by a Visionary

Chelsea's primary focus, along with her entire team, is centered on surpassing client expectations and delivering exceptional results in reputation management. Understanding the significance of maintaining a strong reputation in all areas, she drives the company's sales and marketing efforts to fuel growth. Despite her tendency to delve into the details due to her passion for client work, Chelsea recognizes the need to delegate more tasks to focus on strategic business development rather than day-to-day operations.

The team at Rhino Reviews is composed of proactive individuals who embody a can-do attitude, always striving to find innovative ways to assist clients, regardless of the complexity of the solution. Although this approach sometimes extends beyond their initial scope of work, they take pride in becoming trusted advisors to their clients, transcending the traditional bounds of contractual relationships.

### Vast Contributions to Industry Growth

Rhino Reviews understands that the digital landscape is ever-evolving, with recent innovations like AI beginning to impact both businesses and consumers significantly. The company is dedicated to staying at the forefront of technology, constantly updating its knowledge base, experimenting with new platform features, exploring emerging trends, and integrating strategies from various industries to ensure it delivers the most innovative solutions to its clients.

Online reputation is today's digital business card, essential for making a positive first impression. Rhino Reviews has observed that many brands do not realize the proactive measures they can take to enhance their online presence and often feel overwhelmed by online comments, mentions, and reviews. To address this, the team

collaboratively works with clients to deeply understand their business from every perspective—customer, employee, partner, and vendor. This comprehensive understanding allows Rhino Reviews to develop tailored strategies that improve and accurately reflect the company's offline quality online. The solutions provided are fully managed, allowing clients to see real results without overextending their internal resources.

### What Lies Ahead

Rhino Reviews is set on a path of continuous expansion. In response to client demands, the company has recently added Employer Branding and Digital PR services in 2020 and 2021, respectively. This responsiveness to client needs and market changes guides Rhino Reviews' strategic direction, ensuring the company remains a leader in providing effective solutions. Furthermore, Chelsea, the company's founder, has resumed speaking at conferences, most notably at a marketing session at SEMA in fall 2023.

She is eager to explore more such opportunities, aiming to share insights and expand the company's influence in the industry. Through its proactive approach to innovation and client service, Rhino Reviews adapts to changes and often leads the way in the ORM industry, continually anticipating client needs and market shifts to provide cutting-edge, effective solutions.

At last, Chelsea states: *"Deliver for your clients and do what you say you'll do. Our business has grown the most through referrals, and I cannot stress enough the power of simply delivering to your clients. I think a lot of businesses focus on getting leads (important) and closing sales (important), but delivering for your clients and doing the work are the most important items to focus on."*



# Rhino Reviews

# Vention Solutions

## Pioneers of AI Businesses to

**Vention** is the premier global leader in software engineering, synonymous with technology designed for scale and the common denominator behind the world's most successful tech-empowered enterprises, industry innovators, and startups. The company empowers business leaders with advanced technology solutions and the expertise needed to build strategic products, operate more efficiently, and ultimately increase revenue.

Vention was founded during the dot-com bubble, when there was a surge of businesses adapting to the new age of digitization, with VCs heavily investing in startups. At this time, many software development companies served only large enterprises. Still, Vention saw an opportunity to provide these services to early- and mid-stage startups to help them keep pace with emerging technologies. The demand for software engineering and the founder's relocation to the US—thanks to a fortunate green card raffle—intersected perfectly, resulting in the company's founding. Vention achieved immediate success and continues working with clients on its first roster.

### **Serving an Array of Clients Globally**

Vention serves clients across 30+ industries, including fintech, healthcare, education, and real estate, catering to today's fast-growing companies and startups worldwide. The company continuously evolves as technology advances to meet its clients' needs by adapting to trends and technologies.

It partners with innovative leaders to provide immediate, high-fidelity access to thousands of engineers from the world's most respected tech hubs. Vention's dedicated engineers have vetted expertise in AI, AR/VR, big data, blockchain, cloud





**Sergei Kovalenko,**  
*Co-Founder*

“

*Vention is a firm of innovators, and I envision our company continuing to finish the boundaries of what is possible for clients.*

”

development, cybersecurity, IoT, and Salesforce to build high-performing products that reshape entire industries.

Vention seamlessly partners clients with experienced onsite architects and delivery and project managers to deliver the right solutions the first time, avoiding the unnecessary do-overs typical in the software service industry. The combination of diverse offerings, including software development, web development, mobile app development, and IT services for startups, truly makes it a full-service, end-to-end tech partner.

### Standing Out in Market Competition

In the highly competitive market landscape, Vention stands out in the following manners:

- **Fostering growth in the future of software development:** The company actively advances the software development industry by promoting educational initiatives and facilitating knowledge sharing among its employees and the broader tech community. It organizes regular learning sessions, publishes insightful materials, and recently hosted 35 team meetups and 36 technical presentations, with plans to expand its educational efforts even further.

- **Strengthening our brand to boost confidence in clients and prospects:** In response to global challenges in 2023, Vention underwent a comprehensive rebranding to align more closely with the caliber of its partners, clients, and the level of technological advancement it represents. This rebrand was pivotal in broadening its visibility and reestablishing its presence in the industry. Post-rebrand, it marked its leadership by participating in over 50 key business and tech events, enhancing industry engagement and relationships.
- **Increasing access to developers across time zones:** Over the last five years, the company has significantly expanded its global presence from one office to development hubs in nearly 15 countries and 21 cities. To better serve clients in the Western hemisphere and ensure timely collaboration, it recently opened its first North American development hub in Mexico City. This expansion caters to clients in similar time zones and leverages its global team's diverse expertise, addressing complex business challenges through a collaborative, international approach.

### Leveraging Tech Advancements

At Vention, a significant investment is made in the diversity of internal training and development programs, covering the costs of courses, exams, learning materials, and certifications for all employees, irrespective of their role or tenure. Education is a key component of the company's mission to create solutions and career opportunities that contribute to the tech industry's and its clients' greater good. Internal learning sessions are open for all employees, ensuring that teams are updated with industry skills, technological advancements, and trends through regular training sessions.

Global collaboration is essential for addressing complex challenges, providing access to new perspectives, and leveraging the diverse expertise and specialized knowledge required from various domains. The company's commitment to organizing annual and sometimes quarterly team meetups has proven critical in facilitating the development of best practices and industry-disrupting projects that transcend geographical boundaries.

Constant upskilling remains a priority at Vention, and efforts are continually made to bridge growing skill gaps and keep pace with rapidly advancing technologies. By implementing skill-growth workshops, revamping

certifications, and hosting seminars with external partners, the company enables its developers to leverage technologies and algorithms to deliver continuous innovative solutions successfully.

### A Visionary at the Helm

Early in his career, Sergei Kovalenko, a software engineer, recognized a gap in the availability of skilled engineering talent for startups managing complex projects. To connect companies with advanced technology, he founded Vention, a firm offering business advisory and development services to enhance client growth and accelerate strategic initiatives. With Vention's support, clients like ClassPass, which grew to a \$1 billion valuation and became the world's largest fitness network, have thrived. Over two decades, Vention has earned accolades from prestigious organizations such as the Financial Times and Inc. 5000 for its resilience and strategic foresight.

As CEO and co-founder, Sergei leads Vention, focusing on clear communication and strong relationships with clients and staff. His approach ensures the delivery of innovative solutions tailored to client needs. It promotes a culture of inclusivity and growth across global offices, reinforcing the company's commitment to employee satisfaction and collaborative success.

Vention is recognized as a Great Place to Work and is committed to a people-first approach. Its hybrid work policy facilitates natural collaboration by blending virtual and physical workspaces. The company encourages cross-departmental and international cooperation to innovate and develop future-proof solutions. Vention supports its teams in global events and creative activities like hackathons and public speaking karaoke, fostering a dynamic and engaging work environment prioritizing employee growth and collective success.

### Analyzing Current Dynamics for Future Success

In the fast-changing tech environment, generative AI positively influences online reputation management by automating content creation, sentiment analysis, and personalizing responses, and negatively, by potentially spreading misinformation. Therefore, maintaining trust and credibility is crucial. Vention upholds its leadership by strategically investing in its marketing department and carefully adopting new technologies.

The company also actively embraces its role as a trusted

industry educator. For instance, Vention recently published a detailed State of AI report—which won a prestigious Webby Award—and regularly publishes insightful white papers and blogs to help professionals understand current trends and technologies. Additionally, Vention promotes its culture and achievements through social media and various accolades, enhancing its reputation as a reliable and respected organization.

Over the past two decades, although Vention has been well-known within the startup community and relied heavily on referrals, it has maintained a low profile while helping clients achieve key milestones. Recently, the company undertook a substantial rebrand to modernize and broaden its appeal, which has become especially crucial amid global tech challenges in 2023, helping it maintain relationships and secure jobs for its global workforce.

Looking ahead, Vention remains committed to innovation, aiming to continue developing future-proof products for its clients. The company plans to maintain its edge through continuous education and anticipation of market trends and client needs. From its beginnings as a small, engineer-founded company to a global enterprise, Vention focuses on growth and aims to become a leading global engineering partner. Through its world-class partnerships and participation in industry events like seminars and hackathons, Vention positions itself as a top choice for founders, VCs, and CTOs worldwide.

Following its rebrand, Vention strives to become a household name, expanding its reach and enhancing its services to meet the evolving needs of tech leaders and founders globally. Sergei stresses the importance of lifelong learning for software developers in the fast-paced tech industry. He recommends attending workshops and hackathons to stay updated on new technologies and foster creativity.

Collaboration with peers is encouraged to share knowledge and learn from diverse skill sets. Developers can identify new opportunities, solve problems, and reduce risks by staying informed about industry trends. Sergei believes a growth mindset and proactive approach can significantly impact clients and the entire industry.



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# Basement Systems of New York

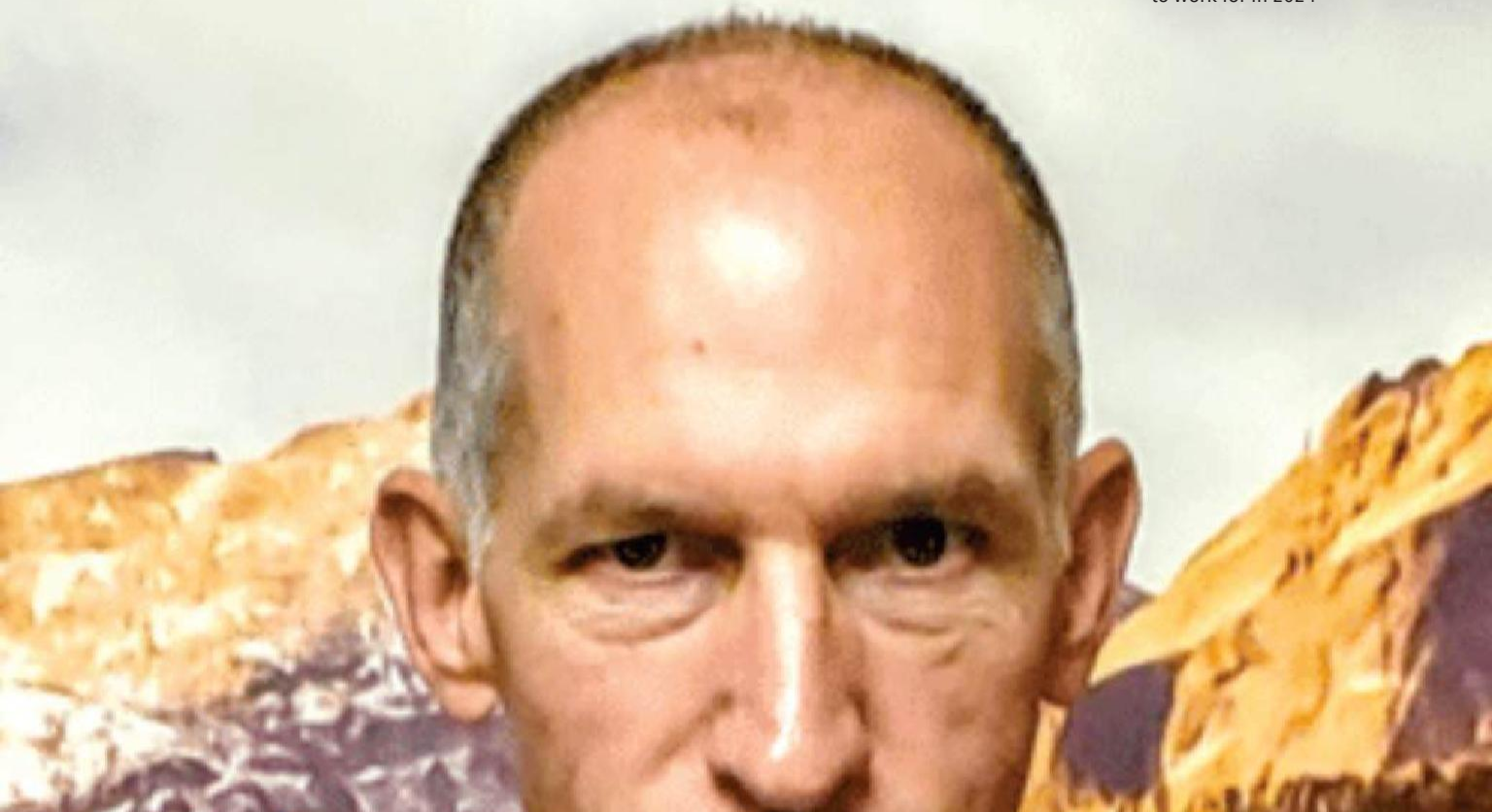
When it comes to the structural integrity of your home, there's no room for compromise. That's where Basement Systems of New York steps in, providing custom, innovative, and comprehensive solutions for foundation, waterproofing, crawl space, and concrete repair. With over 30 years of family-owned and operated excellence under the stewardship of **Dale Giruadin** and his family, Basement Systems of New York has become a household name in the industry.

## **Solid Foundations: Addressing Repair Needs for a Stable Home**

Basement Systems of New York understands that foundation issues can manifest in various ways, from cracked walls and uneven floors to bowing walls and water intrusion. The company recognizes that each home is unique, often presenting multiple symptoms. That's why Basement Systems tailors its solutions to address the specific needs of your property. Their foremen boast over twenty years of experience, ensuring expert assessment and precision in every project. By utilizing patented products such as PowerBrace, SmartJacks, EverBrace Wall System, Carbon Fiber wall reinforcements and Stabil-Loc push piers, Basement Systems provides lasting solutions that restore the stability and safety of your home.

## **Damp No More Effective Waterproofing Solutions for Your Home**

Basement Systems of New York understands a damp or flooded basement can wreak havoc on your home's foundation and pose health risks to your family. The



**Dale Giraudin,**  
*Owner & System Design Specialist*

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*As a locally owned  
and operated family  
business, we've well  
established in the local  
community, Basement  
Systems of New York  
combines professional  
service with family  
friendly focus.  
We're all here  
to deliver.*

”

company recognizes common waterproofing symptoms, including a wet basement, mold growth, musty odors, and water stains. Basement Systems offers a range of cutting-edge waterproofing products, including its patented FlowGuard, WaterGuard new slab, and dual-stage pump and drain systems. These innovative solutions are customized to each home, keeping basements dry and protected for years to come.

### Unveiling Crawl Space Issues Tailored Solutions for a Safer, Healthier Home

Basement Systems understands that neglected crawl spaces can lead to a host of issues, from wood rot, structural issues, mold growth, and compromised indoor

air quality. The company recognizes signs of crawl space problems, including sagging floors, sheetrock cracks, musty odors, and increased energy bills. Basement Systems' experienced Installation Specialists, with an average of ten plus years of experience, utilize patented products like its twenty mil vapor barrier CleanSpace and SmartJack girder and supplemental support columns to transform your crawl space into a clean, dry, and structurally sound area.

### Transforming Uneven Surfaces Concrete Leveling Solutions for Your Home

Uneven or sunken concrete surfaces detract from your home's aesthetics and pose safety hazards. Symptoms of concrete settlement include cracked driveways, sinking patios, and uneven steps. Basement Systems of New York employs state-of-the-art PolyLevel injection foam technology to lift and level concrete surfaces with minimal disruption. This cost-effective solution restores the functionality and curb appeal of your outdoor spaces.

### Meet the Giruadin Family

At the helm of Basement Systems of New York is **Dale Giruadin (Owner)**, a seasoned industry veteran passionate about delivering unparalleled service and results. Assisting him are his sons, Chris and Matt Giruadin, who play integral roles in the family business. Chris Giruadin oversees operations, ensuring seamless coordination and customer satisfaction, while Matt Giruadin leads the research and development team, driving innovation and product excellence.

### What Sets Us Apart

Basement Systems of New York distinguishes itself through its innovative, customer-centric solutions, utilizing patented products engineered to resolve challenging foundation and waterproofing issues efficiently. The company's personalized approach ensures tailored solutions that meet each homeowner's specific needs and budget, guided by experienced professionals dedicated to exceeding expectations at every turn.

Basement Systems understands what truly sets it apart: the readiness to tackle projects others might deem too





# Certified Waterproofing Professional

difficult or risky. Its team approaches each challenge with precision and determination, utilizing cutting-edge technology to transform problems into success stories, providing homeowners long-lasting results and peace of mind. Central to its success is strong leadership and dedicated employees. The company fosters a culture of excellence where every team member is empowered to contribute towards common goals. Basement Systems maintains a commitment to continuous improvement and customer satisfaction, ensuring every project is executed with the highest standards of quality and professionalism.

In addition to its stellar reputation for exceptional results, Basement Systems is recognized as an outstanding employer. It offers opportunities for training, growth, and advancement. The company invests in its employees, recognizing their expertise and dedication as vital to its success. Furthermore, Basement Systems cultivates a supportive, inclusive work environment that celebrates

teamwork and collaboration. When it comes to safeguarding the structural integrity and longevity of your home, Basement Systems of New York stands as your trusted partner. With a legacy of excellence spanning over three decades, a team of seasoned experts, and cutting-edge patented products, it is your one-stop shop for all foundation, waterproofing, crawl space, and concrete leveling needs. Contact Basement Systems today to schedule a comprehensive evaluation and take the first step towards a safer, healthier home.



# EduNetwork Partners, Inc

## The Education Connection

*Fostering Meaningful Relationships through Educational Experiences!*

"Education is the great equalizer. With the right resources and support, any student can achieve their dreams."

These words from **Norm Goldstein, CEO and Founder of EduNetwork Partners, Inc.**, underscore his lifelong commitment to empowering learners of all ages through innovative educational programs and initiatives.

Goldstein connects corporations with communities, families, educators, and students using specially designed resources. For over 20 years, he has created and delivered impactful and innovative solutions that promote social responsibility, academic excellence, and lifelong learning.

Under Goldstein's leadership, Edu Network Partners has rolled out platforms that are transforming education. The company's marketing programs allow corporations to fund classroom resources and student scholarships. Initiatives like the Books 2 Classroom project have put millions of donated books into the hands of young readers.

Goldstein is also bringing crucial financial literacy education to high school students through EduNet's College\$mart curriculum, teaching money management skills for life after graduation. "Our greatest asset is the unlimited potential within every student," Goldstein says. "By joining forces across corporations, communities, and schools, we can unleash that potential."



**Norm Goldstein,**  
*CEO & Founders*



In addition to his work at EduNetwork Partners, Goldstein is a co-inventor of seven U.S. patents for the pioneering "name your own price" business model behind Priceline.com. He has brought the same innovative mindset to delivering 21st-century educational solutions.

Goldstein has further shared his insights as the published author of two books on personal development and societal transformation: "Building an Empire Upward" and "Seeds of a Nation."

With his incredible vision for merging business success and social impact, Norm Goldstein is ensuring EduNetwork Partners remains a trailblazer in the educational sphere. His inspired leadership is creating powerful opportunities for millions to learn, grow, and achieve their highest ambitions.

*Let us learn more about its journey:*

### **The Visionary Educator: Norm's Quest to Connect, Innovate, and Transform**

Norm, the esteemed Founder and CEO of EduNetwork Partners, has dedicated over two decades to bridging the gap between corporations, communities, families, educators, and students. Through his visionary approach to educational marketing programs and specially designed resources, he has consistently promoted social responsibility, academic excellence, and lifelong learning.

As a co-inventor of seven U.S. patents for the Priceline business model and a published author of two books on personal development and transformation, Norm's impact extends far beyond the realm of education. His work serves as a testament to his belief that "the glass is neither half full nor half empty. It is always overflowing with opportunity. Our job is to look for the possibilities in the overflow" (Page 13 in *The Book of Normanisms* (2020)).

This profound quote, extracted from a book he wrote during the pandemic, encapsulates Norm's philosophy of embracing challenges as opportunities for growth, learning, and positive change. This belief has been a guiding principle in his personal and professional endeavors, shaping his multifaceted roles as a coach, mentor, mediator, and arbitrator.

Driven by his desire to broaden his impact on improving the world, Norm's journey led him to the field of Corporate Social Responsibility. Through his visionary leadership at EduNetwork Partners, he continues to create and deliver

impactful and innovative solutions that transform lives and communities.

### **The Inventor's Daughter: How a Child's Creativity Inspired a Movement**

Norm Goldstein found inspiration for his latest venture in an unexpected source - his own daughter, Cassidy. When Cassidy struggled with writing and grew frustrated with the limitations of traditional crayons, she took matters into her own hands and invented a solution. Norm watched as his 11-year-old daughter approached the challenge with creativity and resourcefulness, using the water tubes from roses he had purchased for his wife to create a device she could grip and use easily.

Recognizing the potential in his daughter's invention, Norm assisted her in obtaining her own patent, making Cassidy the youngest patent holder in America at the time. This experience opened Norm's eyes to the untapped creativity and problem-solving abilities of children. In 2003, Norm and Cassidy founded By Kids for Kids (BKFK), a company dedicated to empowering children to turn their ideas into inventions.

Through educational materials and competitions, BKFK provided children with the tools and resources they needed to bring their solutions to life. Norm obtained and updated an inventive thinking curriculum from the US Patent Office and, with sponsorship from Xerox, distributed the Inventive Thinking Tool Kit to thousands of teachers across America. With additional sponsors and themes, BKFK enabled children to use the educational resources, enter and win contests, and even see their ideas patented and commercialized.

Despite the challenges posed by the pandemic, Norm and his team at BKFK remained undaunted. They adapted their approach, rethinking live celebratory events and their business model. The lessons learned at BKFK became the foundation for EduNetwork Partners, a new venture aimed at assisting corporations in meeting their Corporate Social Responsibility Goals (CSR).

Norm's journey, inspired by his daughter's creativity, has not only empowered countless children to become inventors but has also demonstrated the transformative power of embracing the innovative spirit that resides in every child. As Norm continues to build upon the legacy of BKFK, his story serves as a testament to the importance of nurturing and celebrating the creativity of the next generation.

## Harmonizing Corporate Goals with Educational Excellence

EduNetwork Partners Inc. masterfully integrates a company's brand messaging into custom-designed curriculum and educational activities, crafting unique and captivating multi-platform programs that reach millions of students and their families through educators across the nation. Through strategic partnerships and collaborations with corporate sponsors, the organization creates content that:

- **Aligns with Corporate Objectives:** Supports and builds upon corporate and cause-related goals and initiatives, ensuring a cohesive and impactful message.
- **Boosts Brand Awareness:** Elevates brand awareness and fosters loyalty by leveraging trusted educational channels and engaging activities.
- **Enhances Existing Initiatives:** Complements and expands existing programs and public relations initiatives, amplifying their reach and impact.
- **Seamless Brand Integration:** Seamlessly integrates brand messaging into exciting new curriculum and activities, ensuring a consistent and compelling message.
- **Targeted Audience Engagement:** Reaches the target audience of consumers through trusted educational channels, fostering a lasting connection with the brand.

By harmonizing corporate goals with educational excellence, EduNetwork Partners Inc. empowers companies to make a meaningful impact on the lives of students and their families while reinforcing their brand identity.

## Crafting Effective Multi-Platform Programs for Educational Outreach

Norm emphasizes that Corporate Social Responsibility (CSR) has become an imperative for businesses, prompting them to consider the societal benefits they can offer alongside their products and services. This philosophy is rooted in the notion that corporations bear a responsibility beyond mere profit-making and job provision.

By setting objectives aimed at environmental, educational, and social betterment, companies strive to enhance lives and minimize negative impacts. Engaging in CSR initiatives not only fulfills a moral obligation but also enhances the visibility of businesses and their offerings.



EduNetwork Partners' expertise in developing impactful campaigns for engaging educators and families is exemplified in a myriad of case studies showcased on their website: EduNetwork Partners Case Studies. These studies serve as a testament to the success of their strategies in reaching a wide audience and making a positive impact on the educational landscape.

## Partnering with Clients to Achieve Corporate and Cause-Related Goals

In the realm of content creation, Norm has demonstrated a remarkable ability to collaborate with clients to craft

engaging and impactful materials that align with their strategic objectives. One such partnership that exemplifies Norm's expertise is his collaboration with legendary investor Warren Buffett.

Norm developed the Warren Buffett Secret Millionaires Club, a captivating cartoon series featuring Buffett's voice and wisdom, aimed at educating and inspiring youth. The accompanying curriculum, created in partnership with Houghton Mifflin Harcourt, provided teachers with a wealth of resources, including 120 free educational financial literacy lessons with sponsor branding. The website hosting these lessons witnessed an impressive 1.5 million downloads, showcasing the immense reach and impact of the project.

The Grow Your Own Business Plan Challenge, a key component of the partnership, celebrated over 2 billion media impressions across prestigious publications such as The New York Times, Forbes, CNN, CNBC, and The Wall Street Journal. The challenge attracted more than 16,000 entries from children, with 130,000 votes cast to identify the best ideas. At the final event in Omaha, Warren Buffett himself presented the 15 winners with 10 shares of Berkshire Hathaway B stock, further solidifying the significance of the initiative.

Through this collaboration, Norm demonstrated its ability to create content that not only supports but also amplifies the client's corporate and cause-related goals. By leveraging Buffett's influence and expertise, he crafted a series that resonated with its target audience, effectively delivering financial literacy education while promoting the client's brand and values.

### **Evaluating the Impact of Corporate Social Responsibility Initiatives**

Measuring the success of corporate social responsibility (CSR) programs in enhancing brand awareness and fostering loyalty is a crucial aspect of any strategic initiative. Norm emphasizes that every sponsoring corporation receives comprehensive data and progress reporting metrics, including website traffic metrics, to gauge the effectiveness of their involvement.

Furthermore, by requiring parental permission to participate in contests, the program allows for the sharing of special offers and information related to the sponsor, enabling the tracking of successful email open rates and click-throughs to the corporate website. This not only benefits the

sponsoring corporation but also enables them to collect visitor emails and enrich their own database for targeted outreach.

Moreover, the program's legacy initiatives have yielded a lasting impact. Once a client has partnered with the organization, they often continue to utilize its services, which complement their CSR goals, brand awareness, and website traffic. This sustained engagement underscores the program's ability to foster long-term relationships and drive meaningful results for all stakeholders involved.

### **Commitment to Timely and Professional Educational Programs**

In his over 23 years of experience, Norm has consistently delivered educational programs on time and with the utmost professionalism. His devotion to excellence has earned him a reputation as a reliable and trustworthy partner in the field of education.

Setting Goals for Positive Impact: Norm has a proven track record of helping clients set ambitious goals for environmental, educational, and social impacts. By working closely with his partners, he ensures that their initiatives not only improve lives but also reduce harm wherever possible.

One notable example is Norm's collaboration with Warren Buffett on a national financial literacy program sponsored by Experian. The program aimed to empower individuals with the knowledge and skills necessary to make informed financial decisions, ultimately enhancing their quality of life. The success of this campaign is evident in the engaging video showcasing its impact:

<https://youtu.be/wky2lgngZSE>

Another impactful partnership was the Intel-Trash to Treasure campaign, a national CSR initiative that encouraged environmental stewardship and sustainability. Through this program, Norm and his team demonstrated their commitment to creating a greener future for all. The campaign's video highlights the enthusiasm and dedication of those involved: <https://youtu.be/1rG8p068BkQ>

Norm's dedication to making a difference extends beyond corporate partnerships. He has also collaborated with the NYSE Foundation on the Financial Futures Challenge event, a platform for empowering youth with financial literacy skills. The video of this event captures the excitement and enthusiasm of the participants as they engage in this important learning experience:



<https://youtu.be/g5U2GdfLYhE>

Norm's commitment to fostering innovation and recognizing exceptional talent is further exemplified by his daughter Cassidy's achievement as the National Youth Inventor of the Year. The video of her receiving this prestigious award serves as a testament to the values he instills in his family and the importance he places on nurturing the next generation of leaders.

<https://www.youtube.com/watch?v=6BYzGMyRzus>

**A Diverse Network of Partnerships:** Norm's success is not limited to a single industry or sector. He has partnered with a diverse range of organizations, including sports teams, the American Cancer Society, and the National Academy of Sciences, among approximately 40 other companies. These partnerships demonstrate his ability to adapt to different needs and collaborate effectively across various domains.

For a more comprehensive understanding of Norm's work and the impact of his partnerships, readers are encouraged to visit the case studies section of his website at:

<https://edunetworkpartners.com/casestudies.html>

### **Crafting Seamless Connections Through Educational Experiences**

EduNetwork Partners stands out in its capacity to bridge the gap between brands and consumers through innovative educational experiences. The company's success hinges on its ability to leverage the collective expertise and creativity of its team to develop comprehensive, multi-platform programs that cater to diverse client needs.

Norm emphasizes that the key to EduNetwork Partners' success lies in the collaborative nature of its team. Each member is valued and supported in their distinct role, fostering a sense of unity and cohesion. Additionally, the company places a strong emphasis on open communication, both within the team and with its clients, to ensure seamless coordination and effective execution of projects.

### **Exemplary Recognition and Awards in Leadership and Social Responsibility**

Norm Goldstein, the CEO of BKFK, has been recognized for his outstanding leadership and commitment to social responsibility through a series of prestigious awards and achievements.

In March 2023, Norm Goldstein was honored as one of the "10 Most Influential Business Leaders to Watch in 2023" by The Inc Magazine, a testament to his innovative and impactful leadership in the business world.

Acknowledging his dedication to Corporate Social Responsibility, Norm Goldstein was recognized as one of the Leading Providers of Turnkey Initiative Development Support in the Northeast USA by Acquisition International Magazine in December 2022.

His global impact was further highlighted when he was appointed as a Global Goodwill Ambassador by Ricard DiPilla in October 2018, a title that reflects his commitment to making a positive difference on a global scale.

In 2006, Norm Goldstein was named a Purpose Prize Fellow, recognizing his exceptional contributions to fostering community transformation, education, and economic empowerment in under-served communities across America.

His long-standing commitment to education was acknowledged in March 2005 when he received the ETC3 Congressional recognition from the Education Brain Trust, a testament to his dedication to advancing educational initiatives.

Norm Goldstein's collaborative efforts were also celebrated when he received the ET3 TEC Champion Partnership Award from Technology to Empower Community (TEC). This award, presented by Congressman Major R. Owens, recognized Norm Goldstein and BKFK for their partnership with "Youth Inventors Across America," exemplifying their commitment to empowering young innovators.

Norm Goldstein's accolades and awards underscore his visionary leadership and dedication to creating a lasting impact on communities through education, innovation, and social responsibility.



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