



CORPORATE PROFILE

Values Driven | Transformative | Integrated

Leadership... Digital Transformation

Brief



Snapshot

- Established 2006
- Prepares executives to drive global markets
- Transforms businesses to become digital leaders
- Integrates global network of strategic partners

Clients

- Regional FMCG, Multimedia, Collaborative Healthcare, Automotive Groups
ITC/Digital Communications, Pharmaceuticals
- Serving corporate, educational, nonprofits and public sectors on 4 continents
- Expanding multinationals, mid-size innovators and high powered startups

Credentials

Digital Marketing and Digital Transformation: Authors,
Digital Marketing: Integrating Strategy and Tactics with Values



Leadership: Founders, Institute for Transformative Leadership,
School of Business and Economics, Lynchburg College
(Ranked 2nd in U.S., Leadership Development programs)



Innovation: Founders, ELITE (Excellence in Leadership, Innovation and
Technology), partnering with European Academy of Arts and Sciences



Emotional Intelligence: EQ-i Certified Leader



Our Value

Entwine Digital transforms leadership and their organizations to leverage the Networked Economy, generating unprecedented opportunities.

Transformative Integrated
Agile Values Driven
Client Intimate Actionable
Data Driven Sustainable

Our Leadership



Ira Kaufman

Y BOOM?



Sam Rasoul

Ira Kaufman and Sam Rasoul bridge the baby boomer and millennial generations with the creative tension necessary to lead innovative and sustainable solutions for our changing world.

EXPERT TEAM

Digital Transformation

- Digital Mindset
- Connected Business Models
- Accelerated Innovation

Organizational Development

- Purposeful Leadership
- Emotional Intelligence
- Creating Share Value

Integrated Digital Marketing

- Customer Experience
- IT, Mobile Networks
- Data Mining & Analytics

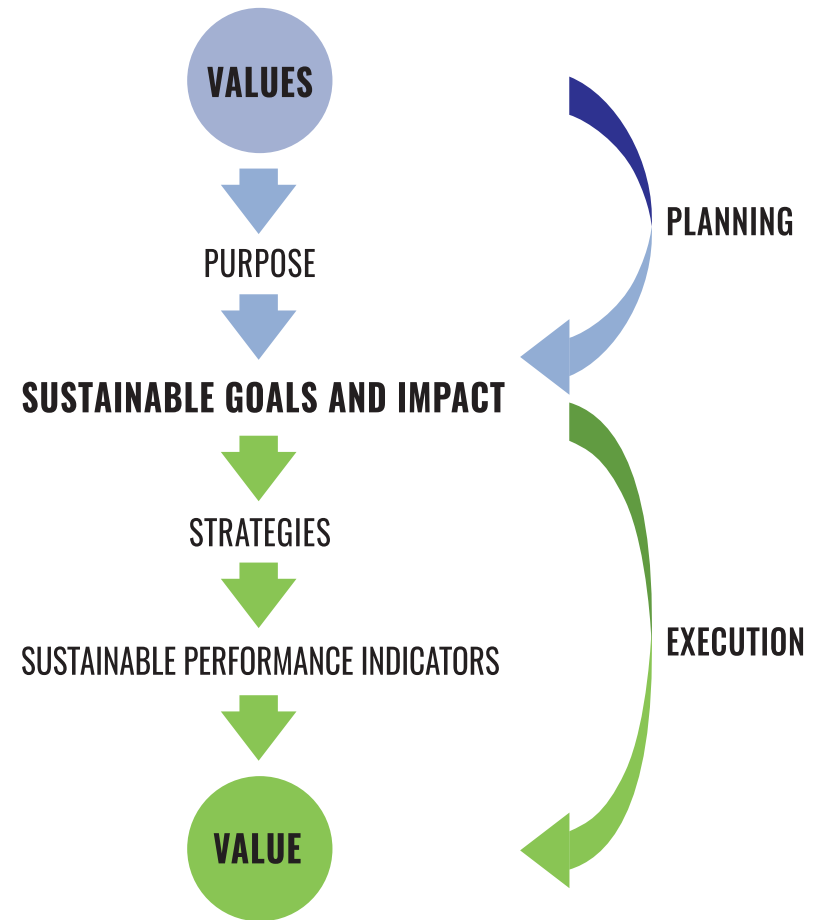
Our Strategic Partners

- Institute for Transformative Leadership (Lynchburg, VA, U.S.A.)
- Kotler Marketing Group (China)
- Broadband Solutions Group (Washington D.C., U.S.A.)
- InfoDom (Croatia)
- Legacy International Ventures (Washington D.C., Morocco)
- MAD Talks (United Arab Emirates)
- Kotler Impact (Canada, Japan)
- Health Promoters (Netherlands, South Africa)



Our Perspective... *Values Driven*

Our process begins with values... transforming leaders' mindsets, organizations' structure generating a purposeful bottom line.



Our Approach... *Transformative*



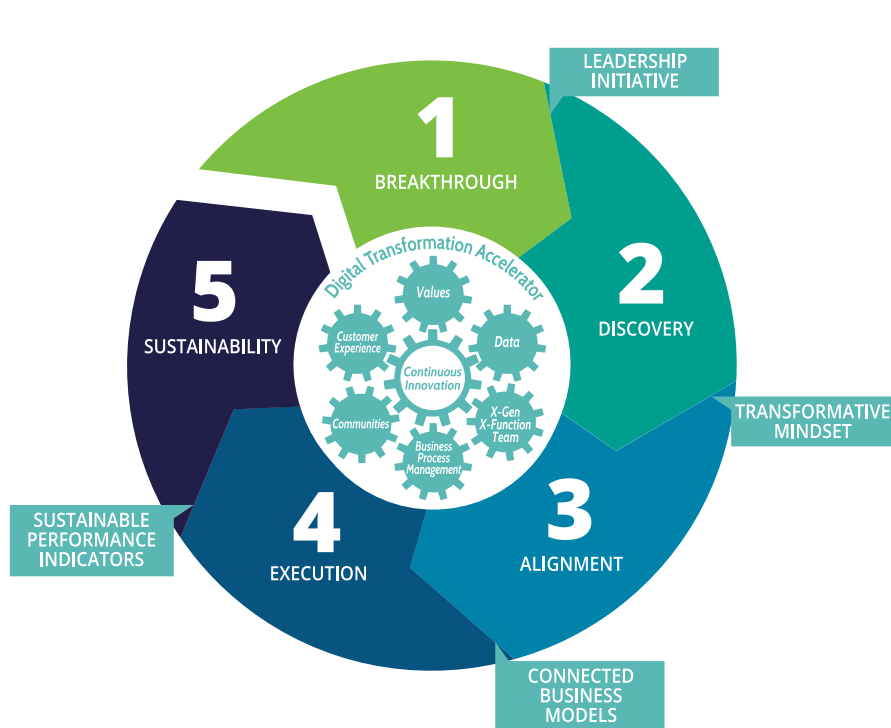
Asking the Right Questions... Reimagining Business Models

- How to Own disruption?
- How do you lead in the Networked Economy?
- How sustainability generates competitive edge?

Our Difference... *Integrated*

Integrated Transformation

Traditional organization: 12 - 24 months



BREAKTHROUGH

Gain support for digital transformation across the senior leadership team including Digital or Death? Workshops and Digital Leadership Inventory Survey.

DISCOVERY

Determine organization's preparedness for digital transformation through 7 vital signs including Social Brand Analysis, Digital Organizational Assessment, and Business Rethink. Build a Digital Transformation Accelerator working to digitize the enterprise. Cross-functional teams facilitate collaboration, open exchange of information, and breakthrough innovation.

ALIGNMENT

Align organization's values, goals, and strategic vision with a digital mindset and marketing and technology strategies. Create with members from each functional area.

EXECUTION

Rethink business model, executing Integrated Digital Marketing Strategies to maximize the customer experience and build brand champions.

SUSTAINABILITY

Measure and evaluate past efforts to generate sustainable outcomes for all stakeholders (Creating Shared Value). Use Social ROI to determine effectiveness of the campaigns.

What We Do... *Training*

Breakthrough

Agree on Transformation

- “Digital or Death?”
- “Transform to a World Class Digital Leader”
- “Think Transformative”

Smart Managing

Strategize Transformation

- Transformative Strategic Planning
- **Owning Disruption:** Strategic Bootcamp
- Integrated Digital Marketing
- Dual Velocity Digital Transformation

Power Leaders

Prepare for Transformation

- Purposeful Leadership Training
- Centering the Mind
- People-centered Mindset
- Transformative WHY
- Emotional Intelligence

“ ‘Digital or Death?’ can be life changing for organizations... suggesting a new lens for change and the future. ”

What We Do... *Executing*

Digital Transformation License

Fuel Transformation

Executives intensive:

- Transform mindset & purpose
- Propel “business” models
- Enrich customer experience
- Digitize operations

Digital Leaders Coaching

Direct Innovation

Executive conversations:

- Guide Digital Transformation
- Energize your Purpose
- Cultivate transformative leadership

Digital Transformation Consulting

Implement Transformation

- Integrated Digital Transformation vs Exponential Disruption
- Integrated Digital Marketing Strategy
- Data Driven Decision-making

“ *Guided me to wake up and see
the world is changing very fast.
We have to be part of it...
It was brain shaking!* ”

Clients

RETAIL

- Fast Food
- Automotive
- FMCG



HEALTHCARE

- Healthcare Services
- Pharmaceuticals
- Professional Services



MEDIA & TELECOM

- Telecommunication
- Media
- Digital Communications



EDUCATION

- Higher Education
- Executive Training/Coaching
- Entrepreneur Mentoring

PUBLIC

- Energy Utilities
- Aviation Services
- Law Enforcement

Clients' Speak

“At the **World Marketing Summit Japan 2015** Dr. Ira Kaufman discussed “*World Class Digital Marketing*.” In the digital era marketers have to change their mindset and practices to move away from traditional advertising towards communicating effectively with digital-native millennials.”



Kohzoh Takaoka
President & CEO
Nestle Japan Ltd.
Japan



“Your Digital Transformation Training workshops were an ideal format for our board members and senior managers to realize the challenges and gain agreement on the immediate need for digitization. As a food manufacturer expanding globally, we were guided to a roadmap for a digital marketing strategy that will accelerate our growth and development while maintaining our values.”



Mrsic Zvonimir
Former CEO, PODRAVKA
Croatia



“By customizing the training to my industry (automotive), you gave the presentation more credibility to our senior leadership. They came confused, maybe scared; they left with an understanding of the digital applications for our industry and walked away with a lot more confidence. With the support of Entwine Digital, we can digitally transform. It is a must if we are going to succeed in our industry.”



Amin Kadrie
Chairman
Skelmore Group
Canada, UAE



“Ciner Media Group is faced with the necessity of converting from print to digital. Dr. Kaufman challenged our executives and managers to adopt a digital mindset. His Workshop inspired insights into the changing customer experience, a Digital Transformation Unit, as-well-as a road map to guide digital transformation. A valuable investment!”



Selcuk Tepeli
Editor in Chief
Haberturk Daily Newspaper
Turkey



Clients' Speak (con't)

“ ‘Digital or Death’ is a foundational workshop. It helped me understand the strategic input of Digital and the urge for Businesses to quickly embrace the digital culture; a culture made of more honesty, transparency and purpose. It builds a solid perspective on digital transformation and provides the base for building sustainable organizations. It can be life changing for many organizations; if anything, it will suggest a new lens to address the change and the future. ”



Reda Bouraoui
Former General Manager
PepsiCo
Gulf Region



PEPSICO

“ The workshop really opened up possibilities in terms of what’s happening in the world. It was not just the session about social tools; it focused on the entire value system, the whole customer interface, and how we can integrate it to our business. I would highly recommend it for all executives and managers. ”



Mohan Janakiraman
President
PHAETON Automotive Group
Canada



“ The boot camp stimulated our executive team to re-consider our future strategy. It was an excellent way to ask questions and determine if we were going the right way or if there was an additional way to consider. The input from the younger generation, which looked very differently at the current world than our board members, was very valuable. ”



Iva Brajevic
Member of Board, CFO
PODRAVKA International Group
Croatia





IRA KAUFMAN, Ph.D.

CEO, Digital Transformation Strategist

Email: ira@entwinedigital.com
Phone: 540.297.9201
Mobile: 540.875.8510

SAM RASOUL

CTO, Organizational Change Agent

Email: sam@entwinedigital.com
Phone: 540.904.6905
Mobile: 540.312.9449

EntwineDigital.com