Presentations

Introduction

My presentations are process driven and research based. By reaching an understanding of the audience, context of the presentation and its content, I am able to present the information in a way that engages, informs and persuades.

Challenges

These “BEFORE | AFTER” samples illustrate some of the more dramatic changes, and the most challenging content matter. Often, the slides that were used prior to my services - tried to communicate too much content on a single slide, and were re-created in several slides to enable the content being communicated effectively.

Understanding

Many of the presentation’s content were rather complex and required a thorough understanding of the presenter’s content. By digging below the surface, and understanding the content from a fundamental level, it allows for a reassessment of the content and how best to depict it.

Method

After a reassessment and often, reorganization of the content, my goal is to recreate the presentation in a method and style that communicates the content, brand, appropriate tone of voice and most of all, the point.

Clients:

I have had the pleasure of working with many talented individuals in producing presentations for: AEP, CRANEL, HARMAN INTERNATIONAL, IBM, MARK LEVINSON, MILLS JAMES PRODUCTIONS, OWENS CORNING, PHARMION, REVEL, ROSS LABS.
I am not able to show all of the work I have done for my clients due to non-disclosure agreements.

Presentations

REVEL

History of Revel

- Dr. Harman wanted a loudspeaker company as unsurpassed as Madrigal
  - No such loudspeaker company existed - it had to be created
- January announcement
  - Company goals and direction
    - Unsurpassed performance and industrial design
- Unparalleled resources
  - People, expertise, facilities, financing
    - Unheard of in high end audio
    - Around 400 U.S. speaker companies, Revel given unique opportunity to do it *right*

Vision

"World's finest loudspeaker"

January announcement:

Speaker Company with unsurpassed resources:
research, design, engineering and manufacture

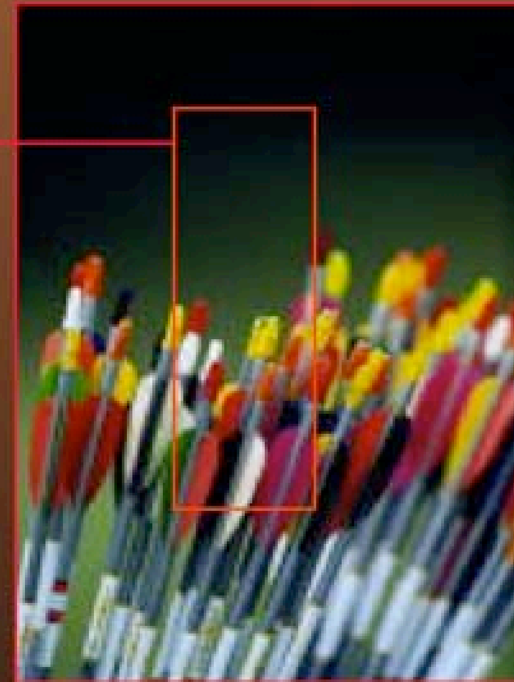
REVEL History Research Resources Manufacture Products Multi-channel Summary

Revel's Product Philosophy
Research

- Resources to do genuine research
- Industry-leading researchers
  - Dr. Floyd Toole
    - Long working relationship at Canadian National Research Council
  - Sean Olive
  - Many others

R

World leader in Research



Dr. Floyd Toole

Director Product Development

Harman International

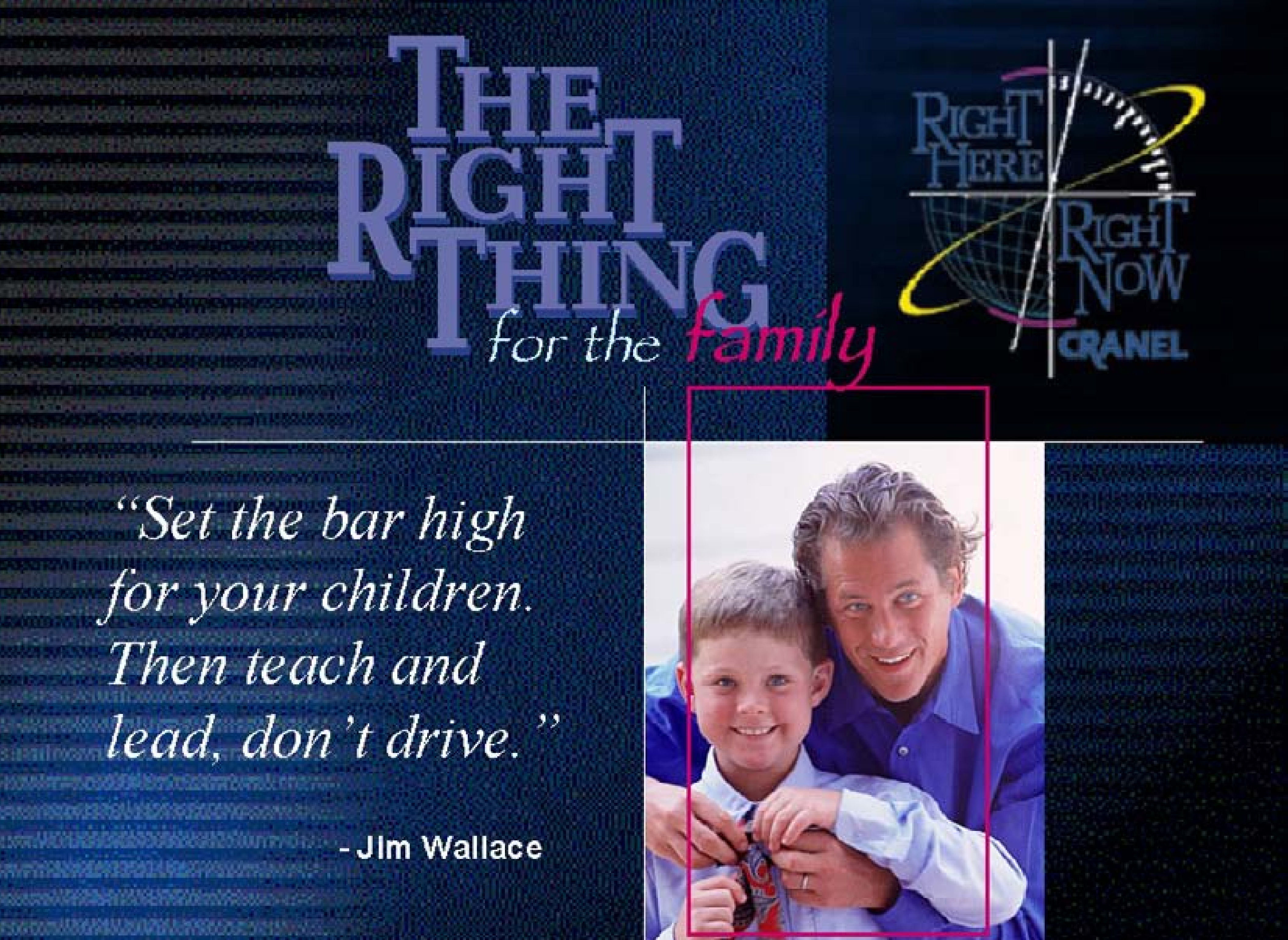
Focuses primarily on the acoustics and psychoacoustics of sound reproduction. Pioneered the now established methods of subjective and objective evaluations.

Ph.D from Imperial College of Science, London
Senior Research Officer, NRC
1988, 1990 AES Publication Award
Member of ASA, Fellow of AES
Past president of the AES

CRANEL Imaging
Partnering for Success

The right thing for your family

- "Set the bar high for your children. Then teach and lead, don't drive."
  - » Jim Wallace


THE RIGHT THING
for the family
RIGHT HERE
RIGHT NOW
CRANEL
"Set the bar high for your children. Then teach and lead, don't drive."
- Jim Wallace

Stability Via Profitability

- Datalink 1st 3 quarters of CY 2010 had a gross profit of 26.4%. This was up from 26.0% for the same period in 2011

Obtained from SEC filings

- "They have had quarters with average gross profits of 28%."

Via Profitability

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Obtained from SEC filings

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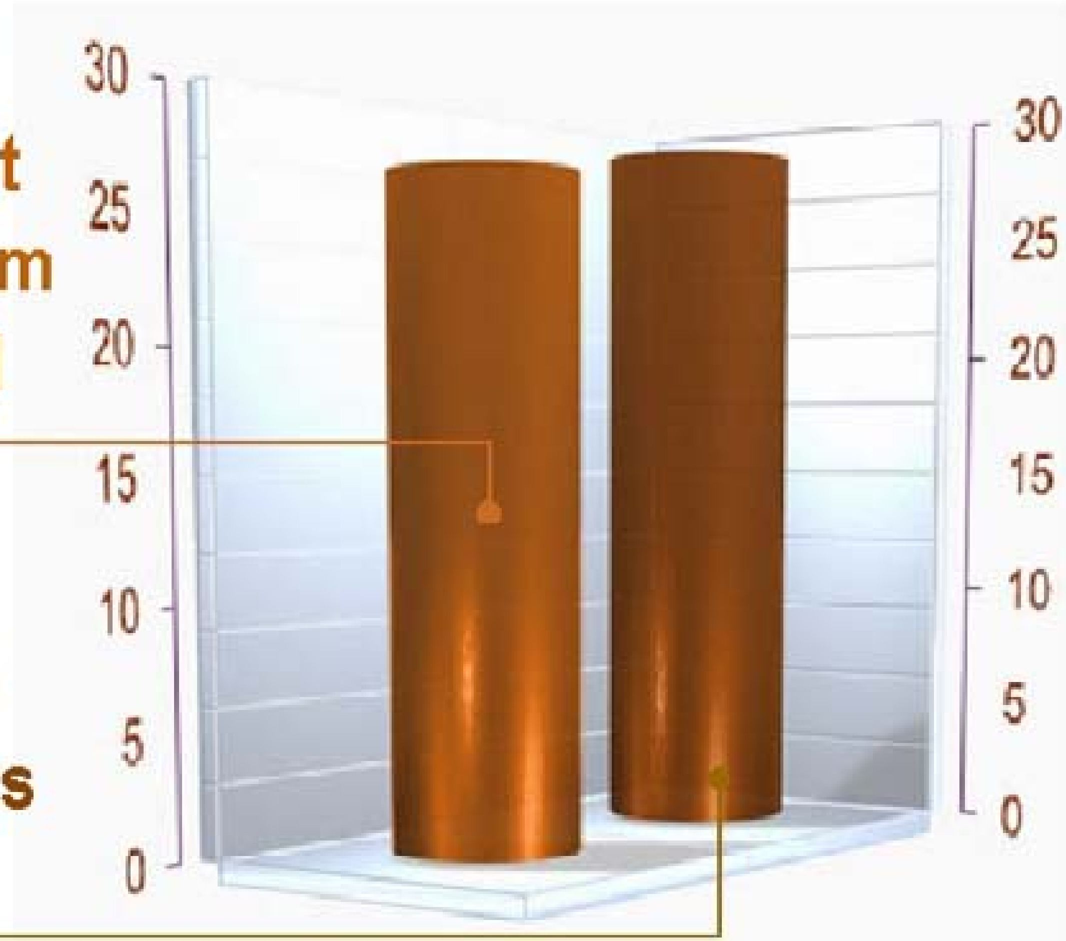
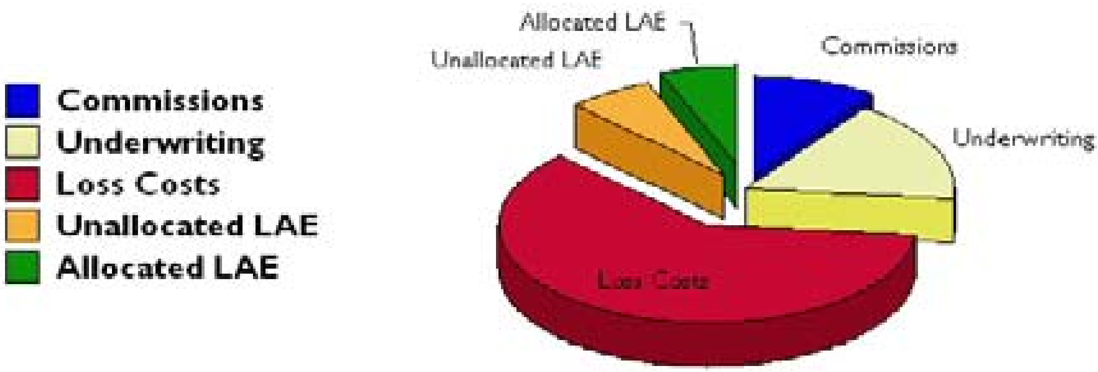


An Urgent Business Need: Claims Transformation

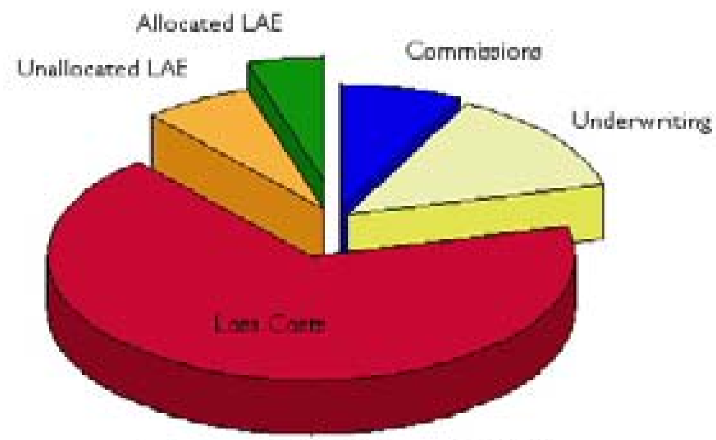
Cost

There are costs you try to manage...

There are costs that manage you!



All Lines Averages
Total: 104



Automobile Lines (UK)
Total: 133

Source: Dun & Bradstreet, UK Insurance Weekly

Claims Transformation

COST

There are costs you try to manage...

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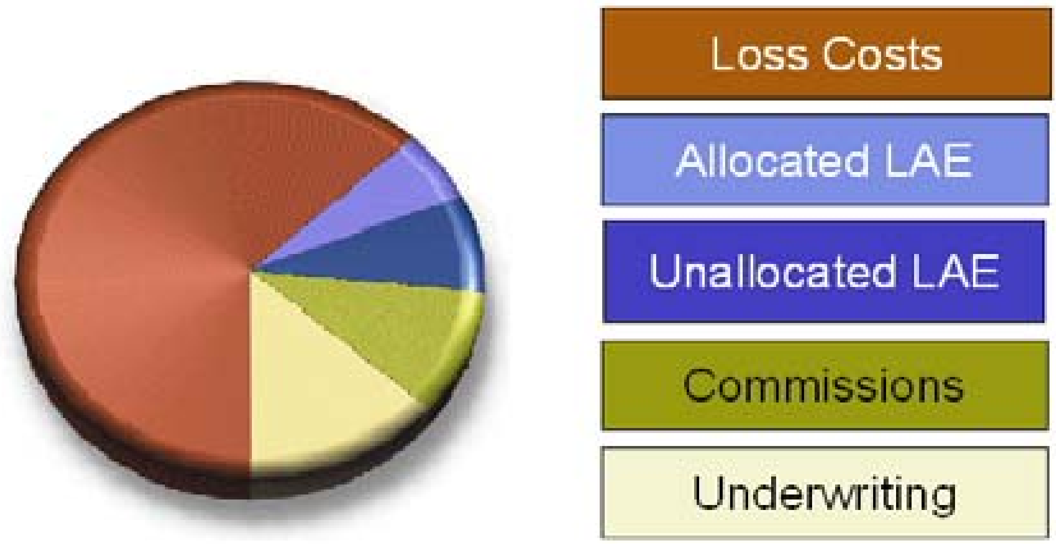

P&C Insurer Announces Major Change in Strategy

In a surprise strategic move, it was announced late today

Market pressures have caused shifts in how

Source:
Dun & Bradstreet,
UK Insurance Weekly

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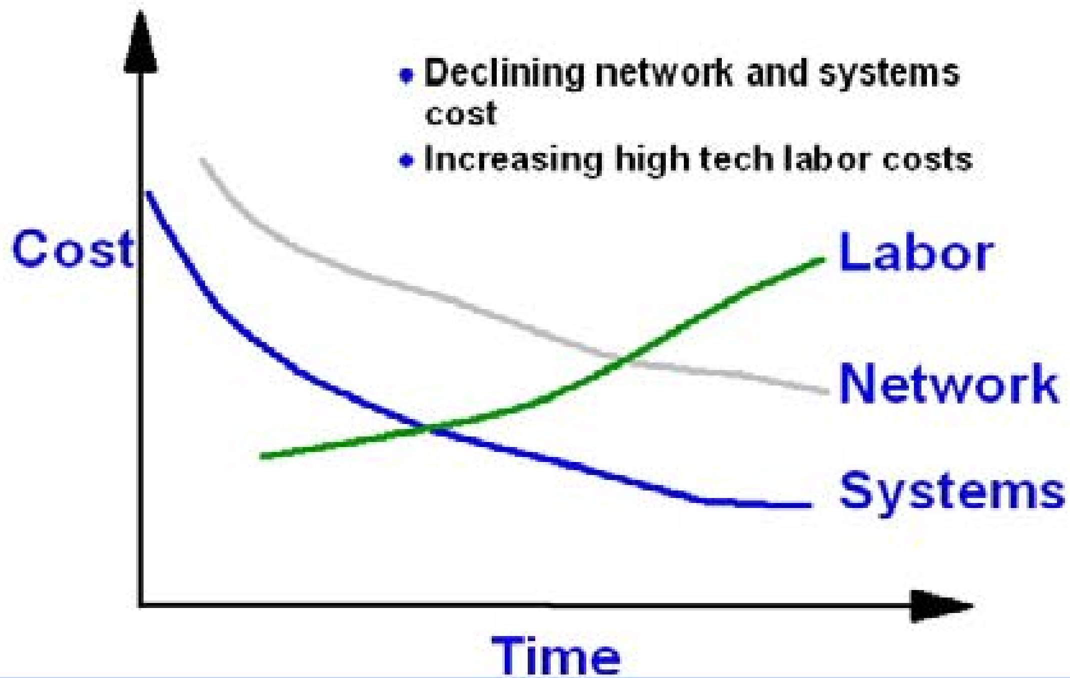
An Urgent Business Need: Claims Transformation

Cost

Effective application of technology can be the biggest contributor to reduced costs



Claims Transformation

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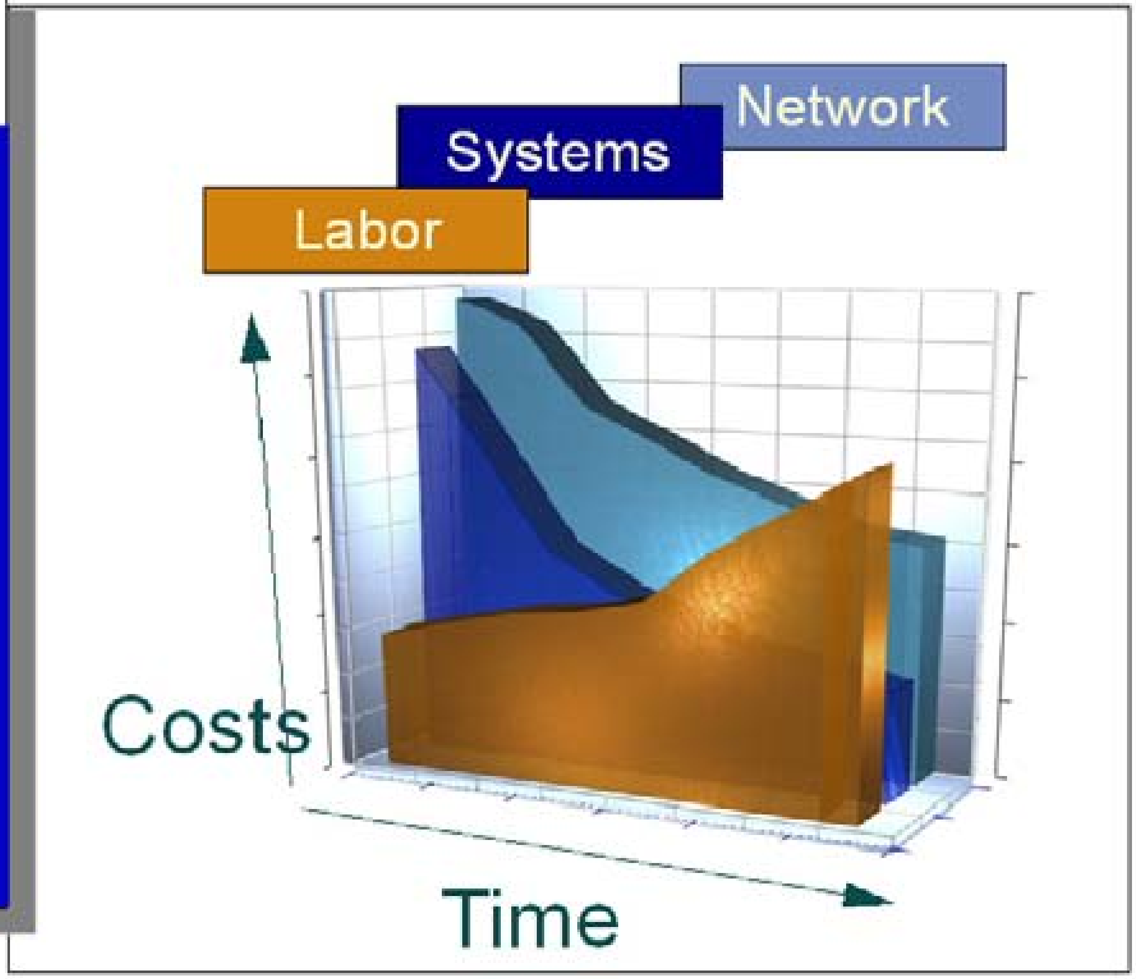

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An Urgent Business Need: Claims Transformation

Service

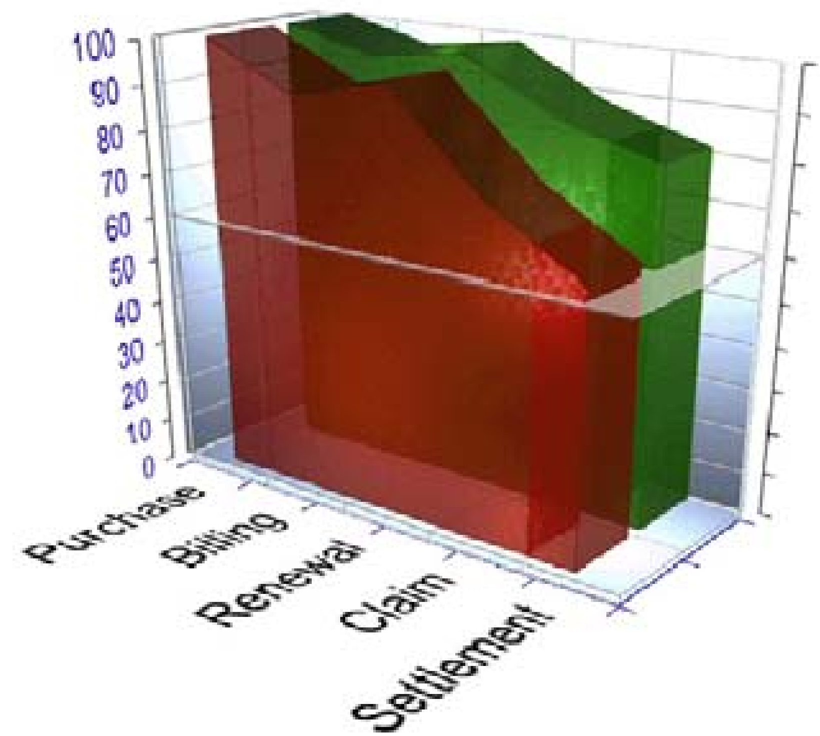
Every moment of truth is different - yet we deliver a universal service to meet many, individual customer needs.

- *The Coalition Against Insurance Fraud* reports a definite link between public attitudes and fraud in personal insurance.
- Attitudes towards insurance companies generally suffer when individuals have made a claim, especially in health and auto insurance.

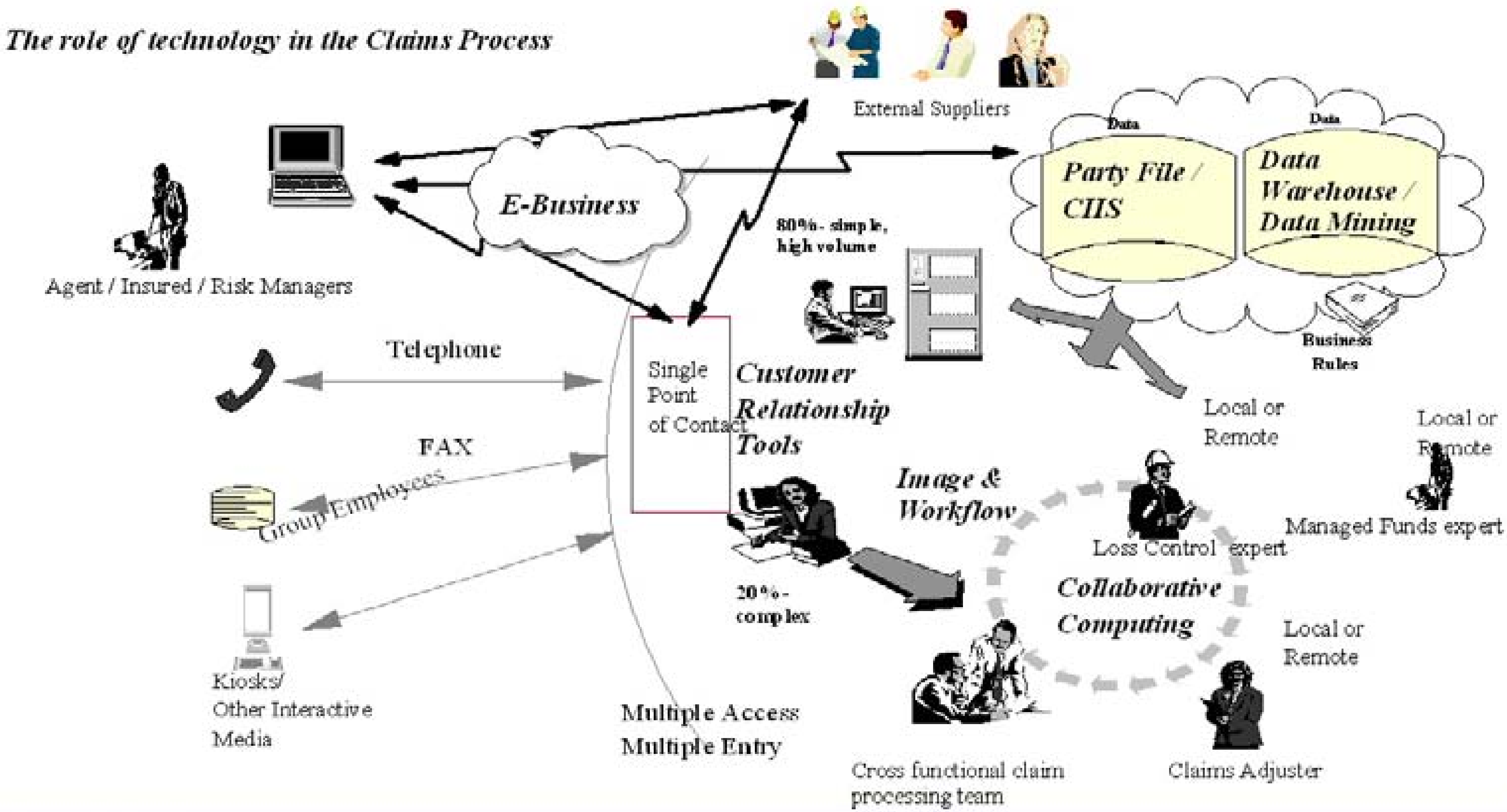
Claims Transformation

SERVICE

Every moment of truth is different - and yet we deliver universal service to try and meet individual customer needs



Transform the End-to-end Claim Process



IBM Claims Solutions

single
point
of
contact

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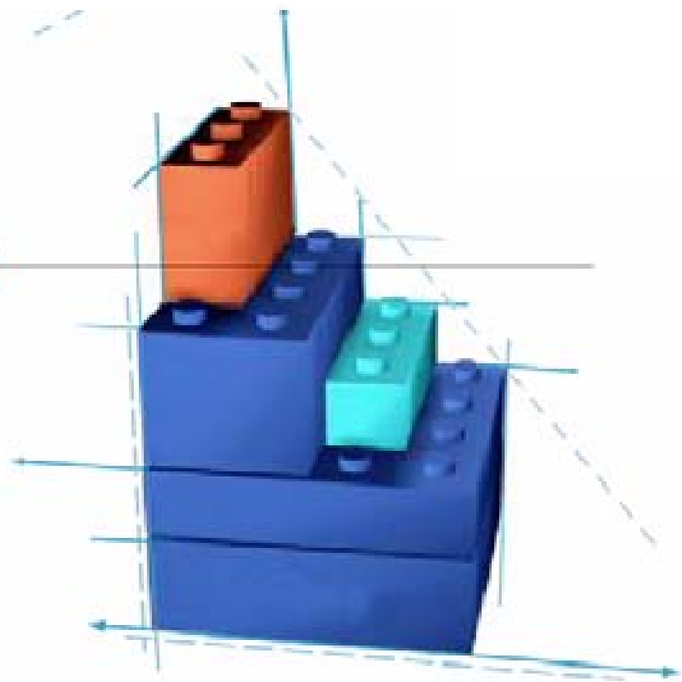

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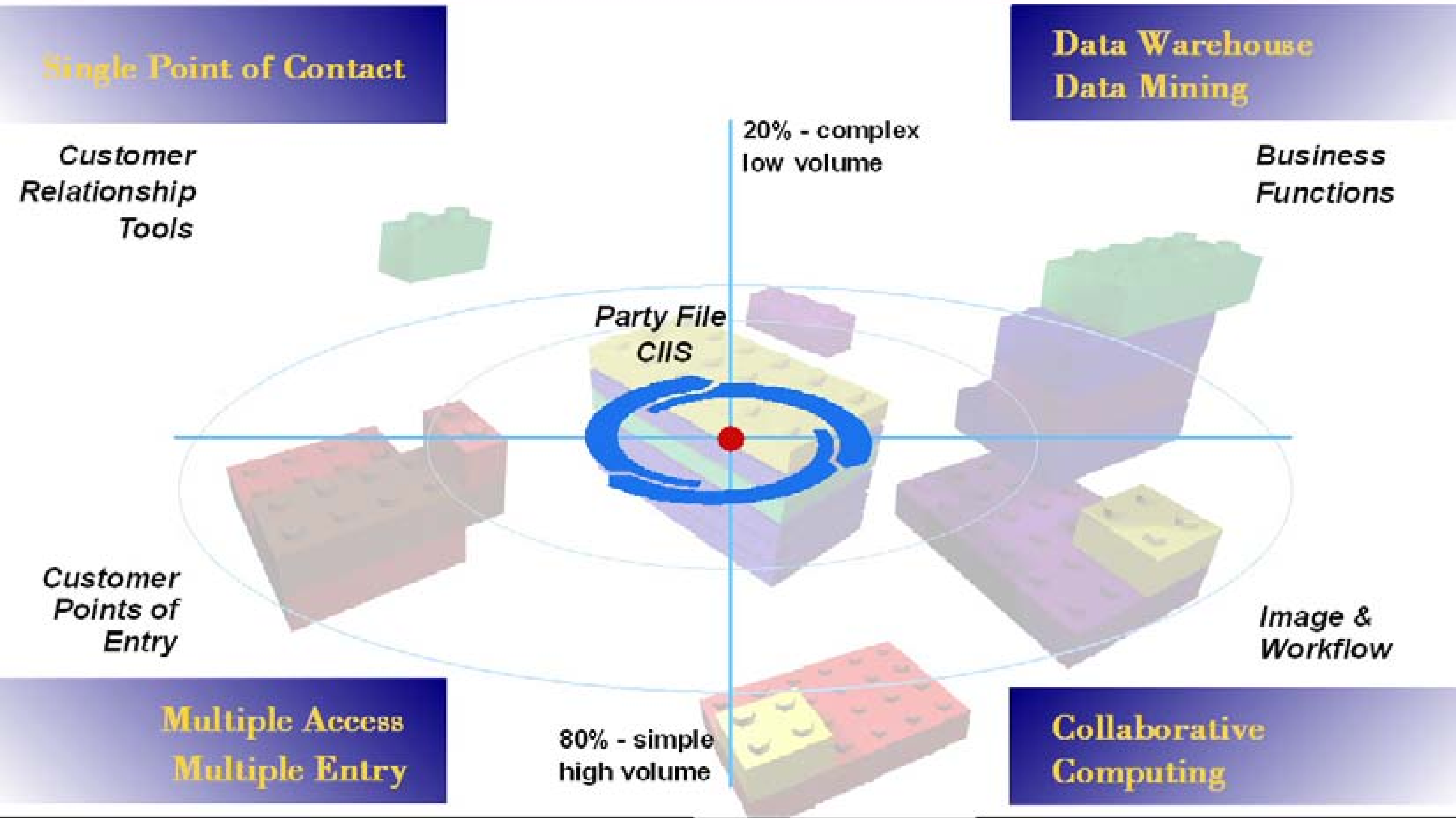
IBM Claims Solutions



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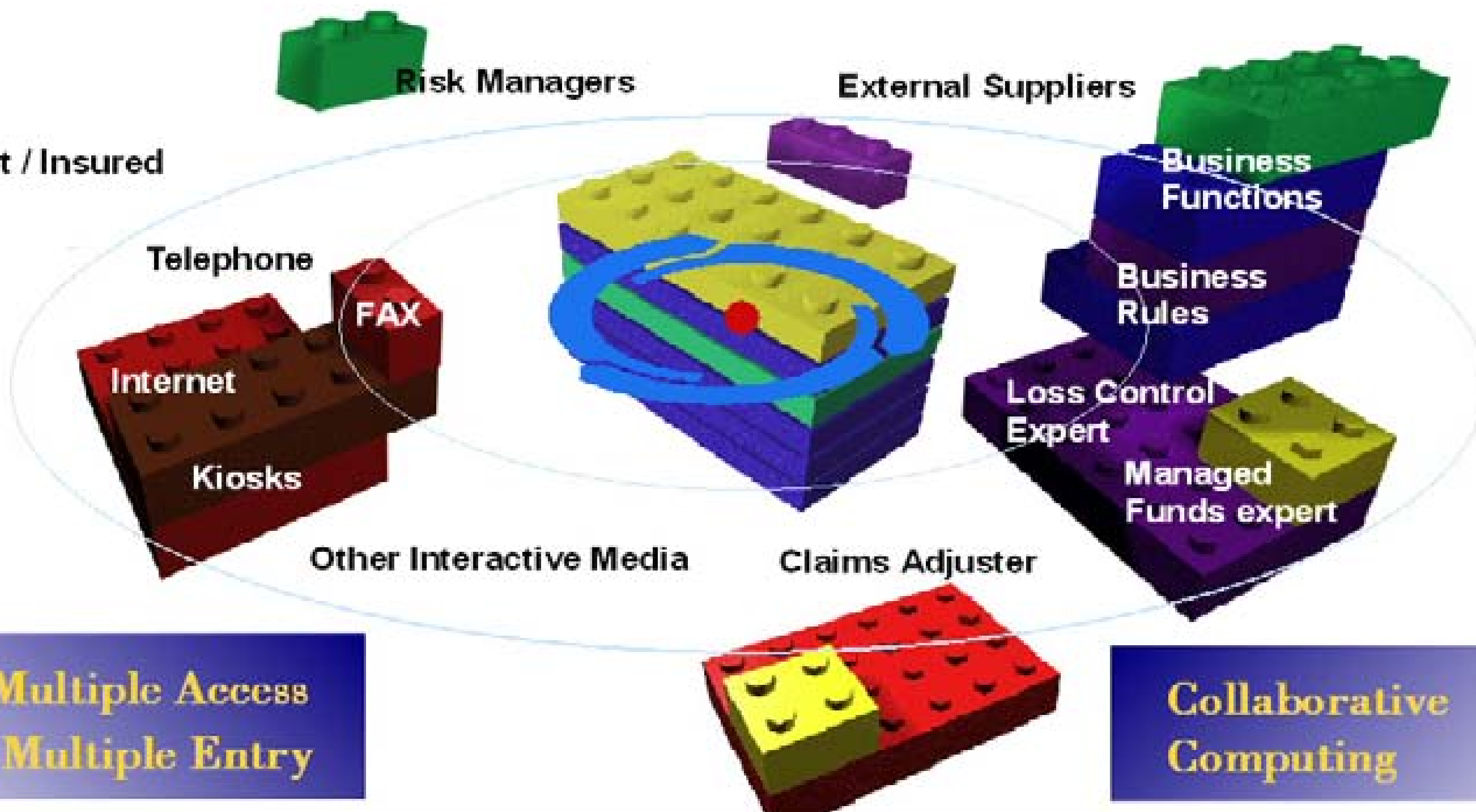
IBM Claims Solutions

Single Point of Contact

Data Warehouse
Data Mining



Multiple Access
Multiple Entry

Collaborative Computing

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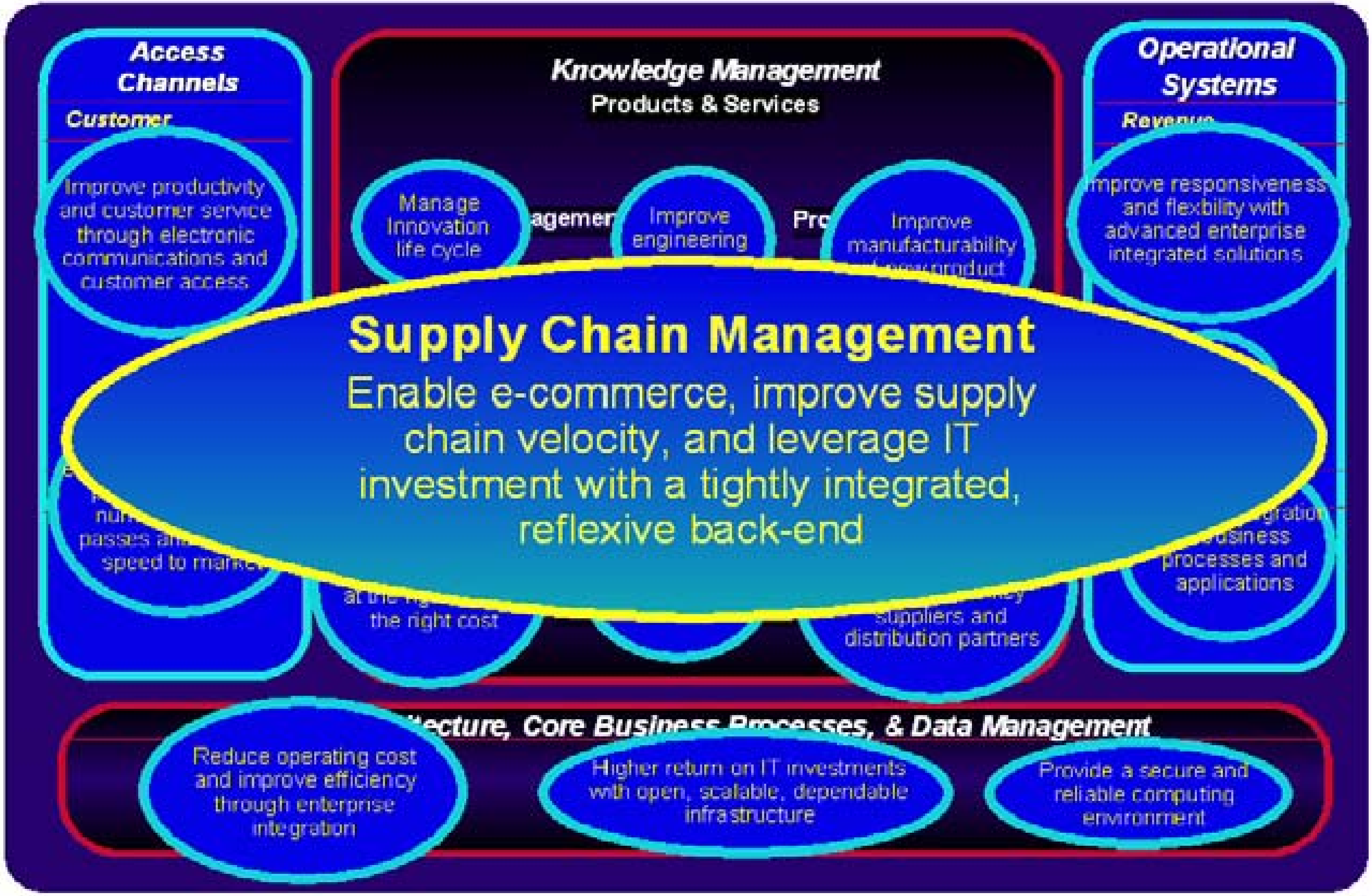
Target Business Model & System Architecture

e-business framework for the Electronics Industry



The External Network

Enable e-commerce,
improve supply chain velocity,
and leverage IT investment
with a tightly integrated,
reflexive back-end

Supply Chain Management

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Generating Customer Loyalty

Every time you contact your customer you should know:

- Their name
- What products, past and present
- Who their family is
- How old they are
- How profitable they are
- Their salary
- Their personal preferences: nicknames, e-mail vs mail,
- Their contact history including:
  inquiries, complaints, claims, etc...

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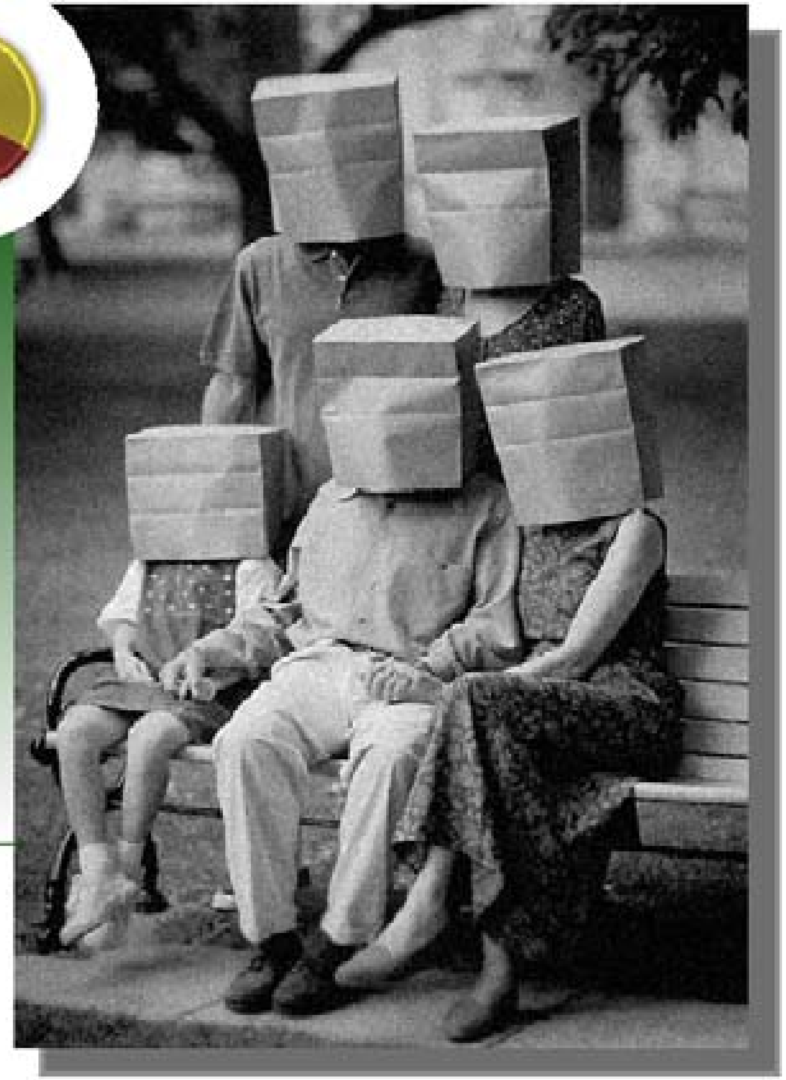
Generating Customer Loyalty

Know your customer...



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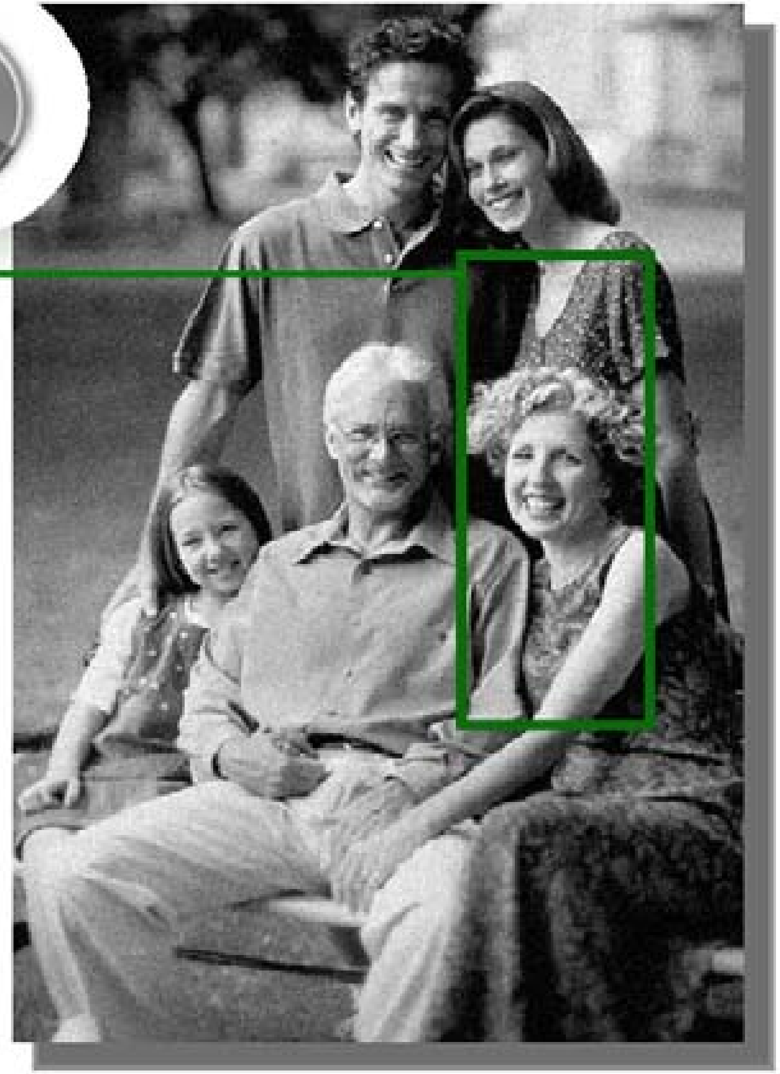
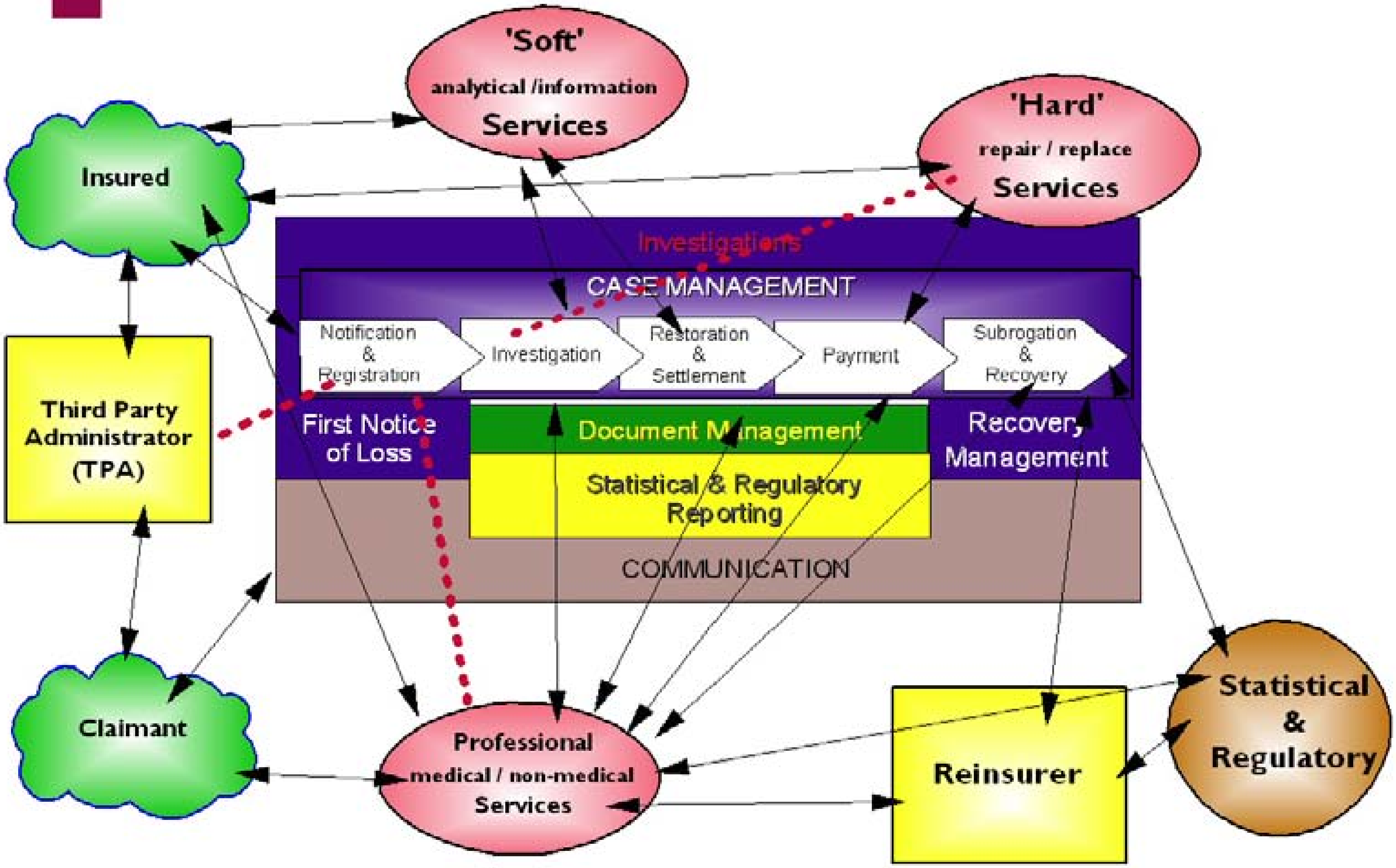


Optimizing Claims Relationships



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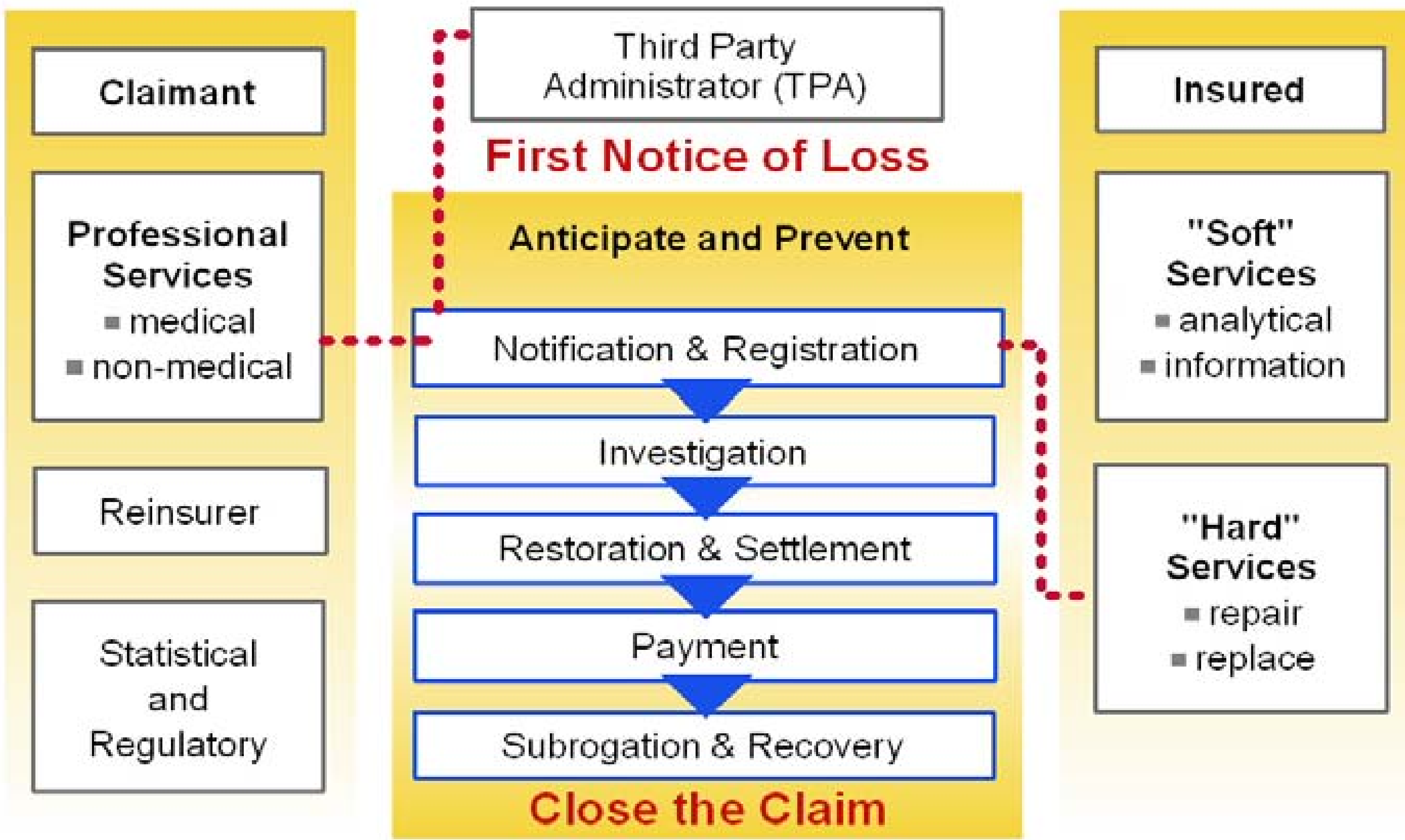

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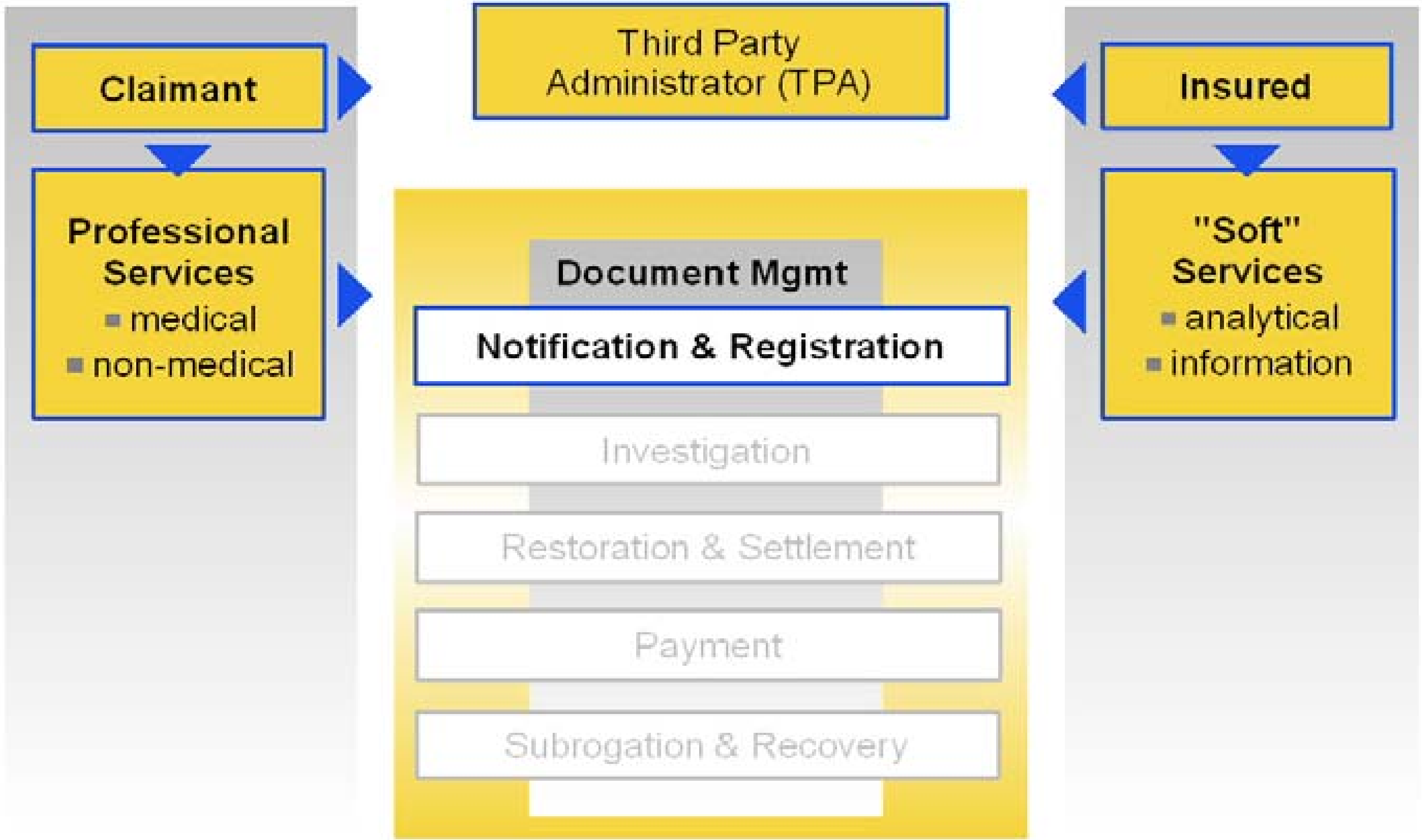
Optimizing Claims Relationships



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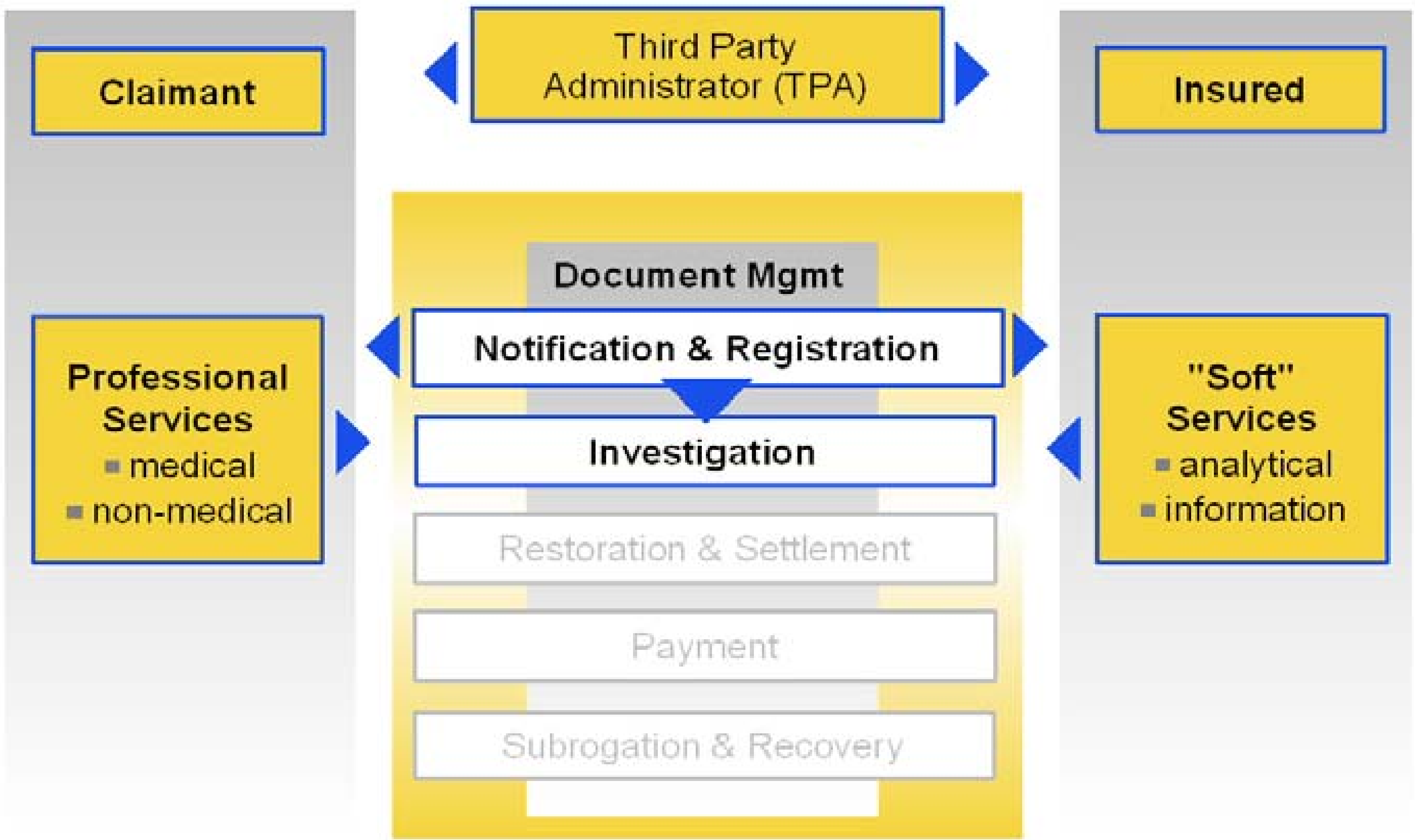
Optimizing Claims Relationships



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Optimizing Claims Relationships

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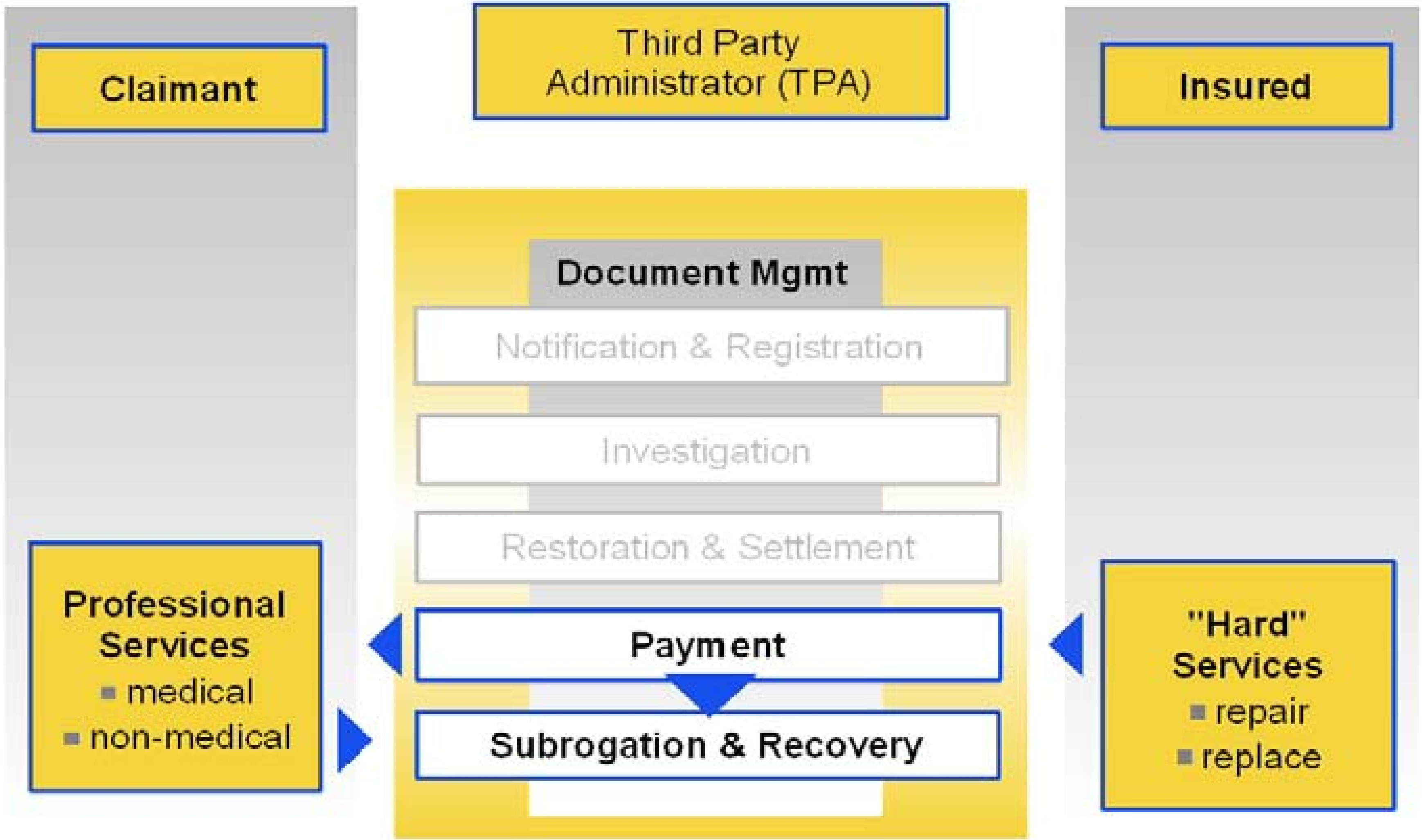
Optimizing Claims Relationships



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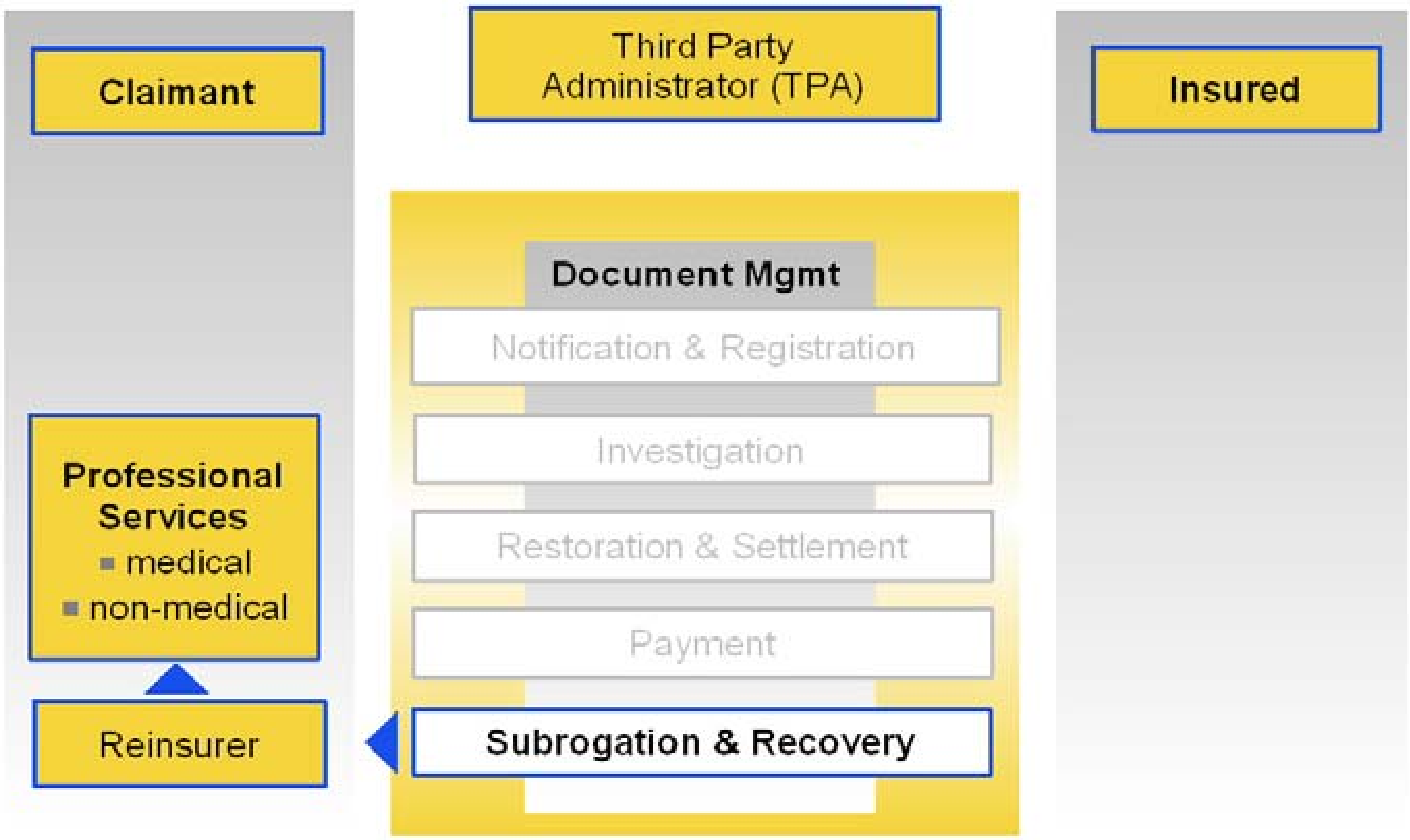

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