

# MONGIELLO

## ASSOCIATES STRATEGIC MARKETING

Issue 42



**TASTY CAMPAIGNS**

DELICIOUS BRANDING THAT  
SATISFIES ANY CRAVING

**HANDMADE - FARM GROWN**

GROWING YOUR SALES WITH A  
FOCUS ON RESULTS IN PROFITS



# थाली Thali







PROMOTIONS

BRANDING & PUBLICITY

# RESULTS

ADVERTISING

MARKETING = SALES



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## OUR WINNERS

See our winning team in five global offices

## PROPOSALS

Strictly vegetarian or full-on beefsteak

## SHOCK & AWE

We will deliver financial results with our campaigns





**Marketing Mix**

**Product**

- Quality
- Brand
- Warranty
- Service/Support
- Packaging

**Price**

- Discounts
- Payment Period
- Credit Terms
- List Price
- Bundling

**Place**

- Retail
- Wholesale
- Direct Sales
- eCommerce
- Distribution

**Promotion**

- Advertising
- Special Offers
- Direct Marketing
- Direct Mailing
- Leaflets/Posters



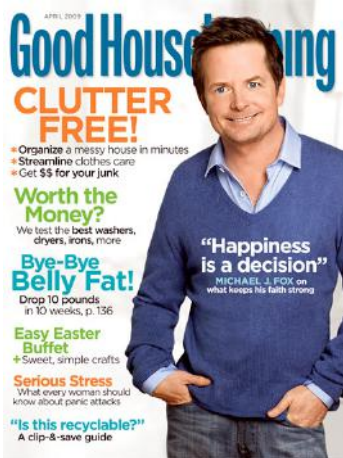
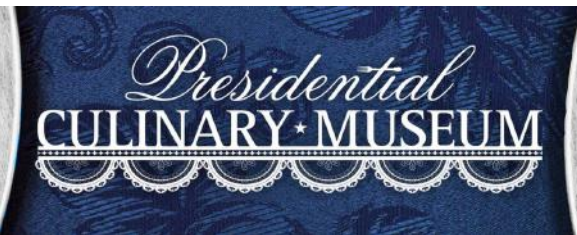
TOUCHING NEW  
IDEAS IN THE  
METAVERSE  
WITH AR - VR -  
MR - XR & AI





The Iron of the Patriots  
Home of the Presidential  
Library Museum and  
The Presidential Service Center  
American  
REVOLUTIONARY  
Larby History Co

SEAL OF THE PRESIDENT OF THE UNITED STATES  
MARTI ANGIELLO, MBA  
FORMER WASHINGTON MILITARY CH  
CAMP DAW EXECUTIVE CH



at&t



# CAPABILITIES

- Video & movie production
- Streaming shows
- Raw ideation for events
- Escalating sales & cash
- Strategic marketing at trillion dollar levels
- Public relations BANG
- Master digital marketing
- Product invention
- Stage shows & tours, local or worldwide ●
- Magazines in print/digital flipbooks
- USPTO, LOC, SW guild filings for protection
- Stunning BIZ, proforma, & marketing plans
- Can hit posts with 4 to 20K likes
- Solutionizing - momentum - locomotion
- Alacrity, agility, power - lightning results
- UX/CX/UI magnificence to profitization
- Chain, NFT, DAO, Coin, Ai, metaverse
- VR meetings & conventions built for you





Design Strategist, Business Consultant, &  
Social Entrepreneur

**SOBUS INSIGHT FORUM**

**MILLER CENTER FOR SOCIAL  
ENTREPRENEURSHIP, SANTA  
CLARA UNIVERSITY**

**ROTARY CLUB OF SILICON  
VALLEY FOR GLOBAL IMPACT**

**SILICON VALLEY VENTURE  
FUND (SV2)**

**UNITED STATES PRESIDENTIAL  
SERVICE COUNCIL (USPSC)**

**SKY SCHOOL -  
INTERNATIONAL ASSOCIATION  
FOR HUMAN VALUES (IAHV)**

**OVERSEAS VOLUNTEER FOR A  
BETTER INDIA (OVBI)**

**ART OF LIVING (AOL)  
WORKED WITH**

**MINDTICKLE**

**EDELMAN FINANCIAL ENGINE**

**MEDALLIA**

**APPLE**

**PAYPAL**

**MENTOR CLOUD**

**AUTOMATION ANYWHERE**

**E\*TRADE**



Business owner of 20+ years ESG Executive with executive board experience. Design & impact measurement strategy consultant

Dolly Parikh is the President of the eClub Rotary Club of Silicon Valley for Global Impact, representing 50+ Art of Living members from the US and Canada. Her club focuses on mental health and community building for social impact programs.

Dolly Parikh co-founded Aloki Inc., a design firm providing Brand Development, Digital Design, and Product Design for clients of all sizes. Dolly also leads the strategic design and impact for Sobus Insight Forum, a startup business accelerator with a vision to enable 10,000 rural entrepreneurs in 15 years to close the inequity and conserve the environment. During her tenure as ED for OVBI's Water Program, Eliminating Water Poverty program scaled from 15 villages in rural India to nine states spanning 12,000 villages across rural India in a public-private partnership model. She has mentored multiple startup social ventures through Santa Clara University's Miller Center for Social Entrepreneurship since 2019.

She is an instructor of Art of Living's SKY Breath Meditation Program to address mental health and emotional well-being to become more vital community members. She sits on the advisory board of the IAHV SKY School program of the Art of Living Foundation that provides training on Breathwork and Meditation to tackle mental health challenges among school youth. Dolly lives in Fremont with her husband and is a mother of 24-year-old twin daughters.

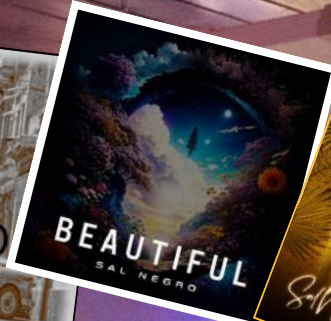


**MAKING MILLIONS  
BRANDING OUR  
COMPANIES MEANS  
WE KNOW WHAT IT IS  
LIKE IN FACTORIES,  
SMALL BUSINESSES,  
AS ENTREPRENEURS,  
AND SELLING ACROSS  
THE EARTH - BECAUSE  
WE ARE NOT JUST AN  
AD AGENCY - WE  
OWN OUR OWN  
BUSINESSES. WE  
WALK THE TALK -  
UNLIKE MOST  
MARKETING  
COMPANIES JUST  
TRYING TO SELL YOU  
A CAMPAIGN.**

# ORLANDO



**Master Musician, Executive Producer,  
Over 100 songs recorded, streaming DJ  
from the Eaton Hotel in Washington, DC**



Orlando Herrera, Jr. has been in the music and sound business his whole life. He's a Marine Corps Veteran and an experienced Chief Executive Officer in production working across the industry from NYC to LA. He has a demonstrated 40+ year history of working in the entire music business, mastering albums worldwide with London, LA, NYC, and DC studio mixing collaborations. He is an expert in Music Publishing, Music Management, and Project Evaluation. He has intense entrepreneurial zeal and professional skills and is continuing his education to obtain a Doctoral degree in Psychology. He uses these attributes to help safely manage talent and groups and is highly experienced in songwriting for jingles, commercials, shorts, YouTube, Instagram, films, and more when a client wants a new slogan or motto set to music.

Founder of Ayize Songaa Recordings. Founder of The Afro-Cuban Experience. Musician, Composer, Producer, and Label Owner. From Santa Clara, Cuba. Raised In The South Bronx. Now in Washington, DC

# STORMY



WESTERN  
GOVERNORS  
UNIVERSITY



Stormy L. Mongiello, SHRM-CP, PHR is the Chief Human Resources Officer (CHRO) of Mongiello Holdings, LLC and it's DBA's including Mongiello Associates Strategic Marketing.

She joined the team in 2005 and is responsible for all facets of Human Resources management along with supporting other departments, reaching company goals through collaboration in employment-related decisions. She brings more than 20 years of human resources experience with a varied background in human resources roles for many industries including construction, manufacturing and retail. She presently has responsibilities of 50+ communities developed, 40,000+ residents served, 300+ properties managed, and 15,000+ units managed. For 15+ years, she has cooked on stage with Marti, worked at the Clinton Presidential Center and US Presidential Service Center while helping build and manage the US Presidential Culinary Museum. As the Co-CEO of The Inn of the Patriots, LLC she has celebrated with the team diamond awards from AAA, 5 out of 5 on Expedia, 10 of 10 on Hotels.com, and being a top 3% lodging facility in the world.

She has earned her Society of Human Resources-Certified Professional (SHRM-CP) and Human Resources Certification Institute, Professional in Human Resources (PHR) certifications. In addition to serving her country in the U.S. Navy, Stormy completed her bachelor's degree in business with a minor in human resources and her MBA from WGU with three honor cords.

**"Yes, That's my  
real name."**







**FARA** 

## Inquisitive & Creative

Wan Fara Ayu is a genius mind in creativity, branding, videography, colors, layout, sales, metrics, and organization of thought and control. Her brilliant ideas often have created superstar performances in marketing. She is the creator of a few brands, loves to do design work, and adores George Lois' work.

Fara is now building NFT Galleries in the Metaverse, is an AI advocate, and learning new tech as they come. Due to her extensive reach over Social Media accounts and LinkedIn, Fara has been sought after by Global Businesses to help promote their causes and brands. She also acts as a Brand Ambassador for a few local and International brands.

Her ability to convert ideas into reality, resourcefulness, and creativity helps businesses to align to their true north and strategic positioning. Fara is also the Chairperson of the USPSC Cryptocurrency Committee and was recently elected as one of the Board of Directors for USPSC. You often may see her hosting the CRYPTO GENIUS Show on the PRESENTS Network.



# ISTIAQUE



## Marketing Strategist Copywriter, Producer


Istiaque Doza is a third-generation entrepreneur with a BA in Marketing from the University of Bedfordshire, United Kingdom.

Operating out of the Bangladesh office, he uses his knowledge and experience in marketing to help companies globally achieve their marketing goals by developing a fully customized digital marketing strategy that helps promote their brand, generates leads in their target market, converts them into customers, and achieves their sales targets.

He is a lifelong learner and loves to learn about and write blogs and create videos for his favorite topics, such as blockchain technology and all things crypto, artificial intelligence, martech, etc.

He is also a proud Rotarian and loves to step up and offer a helping hand to whosoever needs it regardless of country, race, religion/non-religion, etc.





**WE INVEST IN  
SHOWCASING AND  
CELEBRATING OUR  
PEOPLE AS SHINING  
STARS BECAUSE THE  
BRILLIANCE OF THE  
HUMAN MIND  
UNLOCKED THE ATOM,  
CREATED THE FIRST  
TRILLION DOLLAR  
COMPANIES IN  
WORLD HISTORY, AND  
PRODUCES HUNDREDS  
OF BILLIONS OF  
DOLLARS IN SALES  
BASED ON OUR IDEAS.  
WE TREASURE OUR  
TEAMS AND EXALT  
OUR CLIENTS TO NEW  
HEIGHTS.**

STORMY MONGIELLO



# DESZIREE



## Hypnotic Creationist

Dr. Desziree Richardson's world-famous vibratory voice mesmerizes and hypnotizes people into a catatonic state. She is the creator of the global program Women of Heart Awards and Gentlemen of Heart Awards, held annually at the famed Leonardo Hotel in London. When she speaks, she resonates across all minds, receiving her wavelength of conversation, unlike any Empress Tarot card you have ever met. She also created the clothing line Happy Mood Swagger and is its CEO.

Whether in London, Dubai or New York channeling Cleopatra of Alexandria - "Desz" is a creationista building events, conferences, banquets, dinners, programs, banners and everything it takes for a global audience to connect, arrive, partake, be entertained, dine, celebrate, and receive awards on stage. This includes her world connection strategies, clout as a social influencer, keynote speaker, and dominant leader of compassion, eternity, motherhood, and kindness.

Her ONE MINUTE OF LOVE recordings and offerings captivate and comfort the world.





# Global Connector Corporate Innovation Technology Catalyst★Publisher

**S  
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Shanker Damodaran is a dynamic leader in global business expansion and corporate innovation. As the Executive Director of Global Chamber Ahmedabad, he connects over 5,000 CEOs and leaders across 525 metros worldwide, driving cross-border business growth and innovation.



**Executive Director, Global Chamber Ahmedabad**  
**Ambassador, Global Chamber to the USPSC**  
**Managing Partner, CE.A.I. INDIA**  
**Centre of AI Innovation, UIP India**  
**Secretary, Rotary Club of Global Impact**

Shanker's leadership is characterized by transforming innovative ideas into sustainable business models. By integrating digitalization and applied AI, he propels companies toward exponential growth. Inspired by Silicon Valley's venture-building mindset, he champions collaborative business models that redefine the corporate landscape.

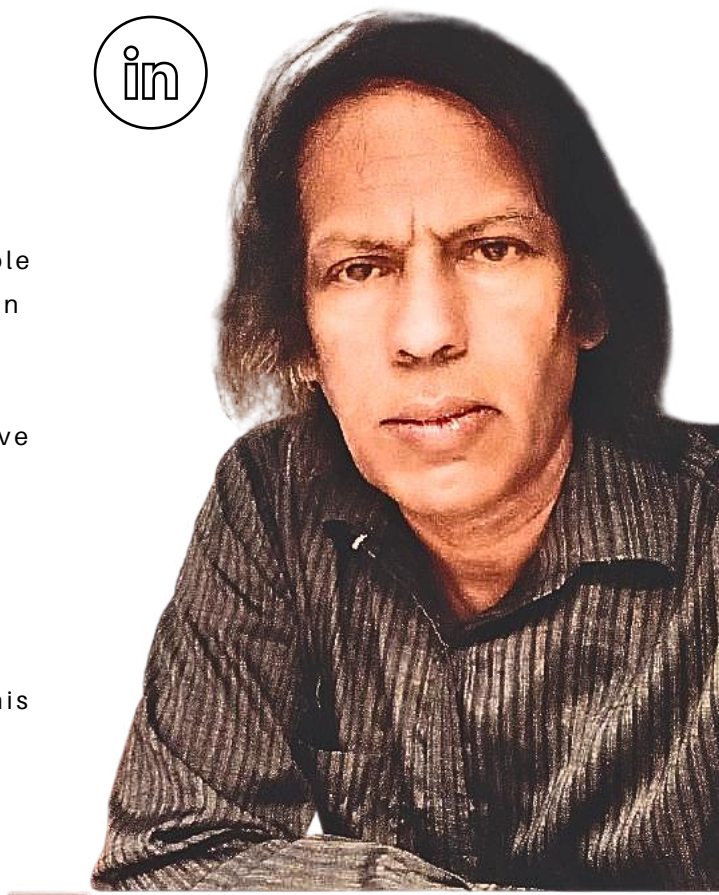
With deep expertise in global expansion, Shanker connects businesses with opportunities that enhance profitability and scale. His understanding of cultural nuances and market dynamics makes him a trusted advisor for companies navigating the Indian market.



As Managing Partner at CE.A.I. INDIA, Shanker drives AI innovation across various sectors, including finance, medtech, and manufacturing. His commitment to renewable energy and Net Zero initiatives underscores his dedication to sustainable and reliable development.

Shanker envisions the US-India corridor as a transformative partnership, combining the strengths of both nations to unleash human potential and drive global progress. He coordinates university students cross-culturally.

Based in Gujarat, Shanker embodies the entrepreneurial spirit of a region deeply connected to the US, enriching his global strategy and leadership.



# PRINCE



## National Gallery Artist, Filmographer, Scenic Designer



*"Ambassador Dr. Prince Kojo-Hilton: A Global Icon in Creative Arts & Advocacy"*

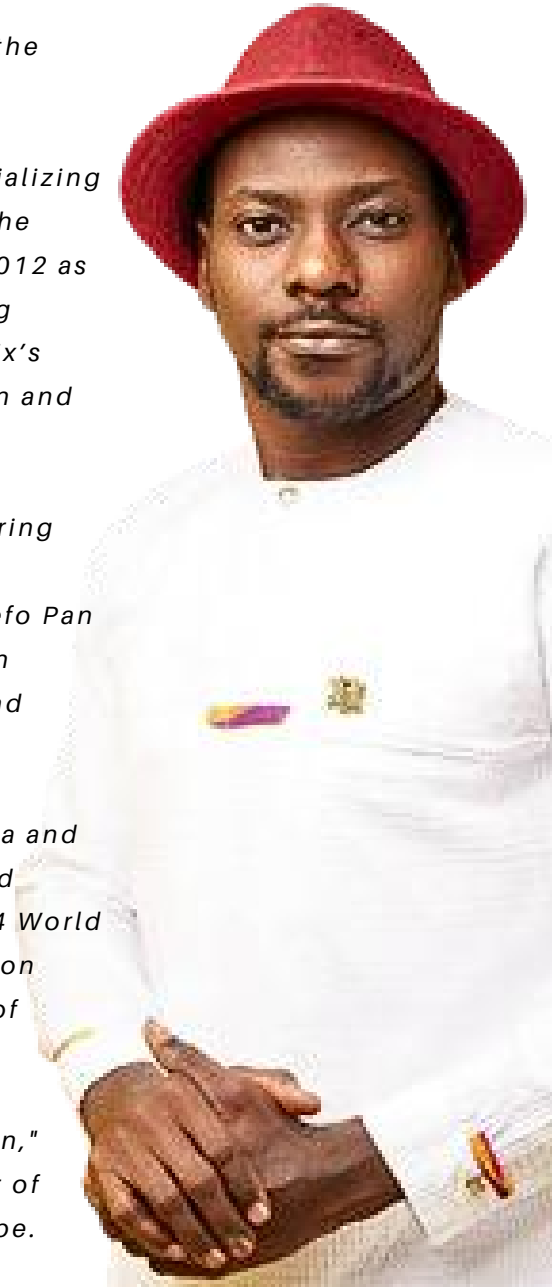
*Ambassador Dr. Prince Kojo-Hilton is a renowned visual artist, filmmaker, and theatre practitioner with over 20 years of excellence. He founded Global Art Connect and the Film Craft Expo, platforms that uplift the creative arts industry, and serves as Pan African Art Ambassador and Chairperson of the U.S. Presidential Service Center International Film Festival.*

*A graduate of the Institute of Film and Television (formerly NAFTI) specializing in Art Direction and Production Design, Kojo-Hilton honed his skills at the National Theatre of Ghana under Dr. Johnson Edu. He made history in 2012 as the first African artist to create a man-made volcano for the Guinness Big Eruption Concert. His global portfolio includes scenic designs for Netflix's Sense 8 and accolades at the Prague Quadrennial of Performance Design and Space.*

*His iconic painting The AMANUA, celebrating health workers' efforts during COVID-19, has been featured at Harvard University, the Ghana National Museum, and Washington, D.C. Kojo-Hilton's honors include the Osagyefo Pan African Eminence Award, Yale University's Citation of Inspiration, and an honorary doctorate from Morocco's International Forum for Creativity and Humanity.*

*For over 18 years, Kojo-Hilton has empowered young artists across Africa and through initiatives like the Visual Art Students Empowerment Project and Supports Arts Foundation. Appointed CUFA Ghana President at the 2024 World Forum of Favelas during the G20 Summit, he continues to drive innovation with projects like the Community Art Festival, The Arts Legendary Wall of Fame Honors, and the Pan African States University of Art.*

*Driven by his belief that "The only thing that I am a slave to is my passion," Ambassador Dr. Prince Kojo-Hilton exemplifies the transformative power of creativity, mentorship, and advocacy in shaping the global arts landscape.*



Forge meaningful connections with film industry experts via professional networking...

For events of the utmost importance, you need the assurance of a fantastic outcome. A Hollywood producer and speaker like Charese can provide inspiration and dynamic engagement with fitting and captivating stories that elevate your event. Her presentations are filled with vivid imagery and real-life narratives that connect with the audience, making it a memorable experience.

Charese Mongiello is both an actress-producer and a script supervisor. Since starting her acting career at the tender age of four (and winning a Best Actress award to boot for it), she's made her love of the entertainment arts a lifelong endeavor. She's worked on over 100 film projects as a script supervisor and producer. She's also collaborated on thirty plays in various capacities.

With that much experience under her belt, it's no surprise that Charese is now working on multiple projects to assist other budding actors and filmmakers in achieving success in the filmmaking industry. She's consistently exploring projects that not only fulfill her life's goal of learning all that she can about the craft, but she also has a keen interest in helping others do the same.

# CHARESE



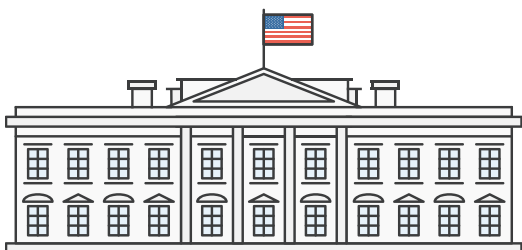
- 25 Years Experience
- 1006 Consultations
- 467 Presentations
- 329 Days of Training
- 156 Film Sets
- 11 Cities
- 4 Countries
- 12,056 Hours





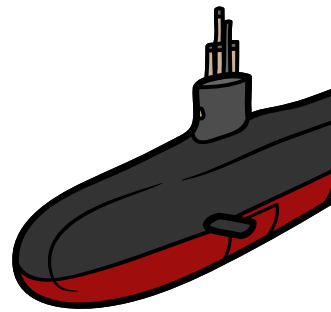
"Martin CJ Mongiello knows Fortune 25 companies like P&G don't just hand work out, entrusting a \$76 billion dollar company to the latest, neato, groovy, cool ad agency."

- Featured in 160+ newspapers and magazines - knows how to do that for you, firsthand.
- Tapping three billion viewers on \$27 million earned media via television worldwide - you're next. Created the PRESENTS Network with 14 different shows and hosts.
- Upper limit control is \$2.6 billion in annual sales - trustworthy, investigated with a Top Secret SCI Yankee White clearance.
- Owns numerous inventions, including the Real Coin Offering (The RCO), the Armllet Computer for the Samsung 24 proposed Note 24, and a new alien language for Coca-Cola at Disney from Star Wars - will extend your lines as he did for P&G with Metamucil Wafers cookies. Published 14 books.
- A world-known profit-building machine - could care less about his achievements - wants to see your agenda to be able to get on it now.
- A former White House Chef, GM of the Camp David resort - a born Visioneer with brilliant design and creativity on chains and Meta.
- 30-year retired US military.
- Scouts BSA Merit Badge Trainer.
- Rotarian and Paul Harris Fellow.
- Former President of the Rotary Club of Global Impact.
- 12 million+ fans, followers, and colleagues via almost 300 shows on YouTube and almost 20k subscribers.
- Two Master's degrees - VR expert.
- Sits on numerous world boards as a remunerated Trustee.



# in MARTI

## The Nuclear Submariner!





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301 CLEVELAND AVENUE, GROVER, NC 28073, USA  
MONGIELLOASSOCIATES.COM



OVER 600 ROOM NIGHTS, CLASSES, TOURS, & FUNDS HAVE BEEN DONATED TO CHARITIES SINCE 1993, AND \$567,000.00 WAS RAISED IN ONE NIGHT FOR CYSTIC FIBROSIS. A DISABLED & INJURED SDVOB 100% US MILITARY VETERAN-OWNED COMPANY COMMITTED TO ADA ACCESSIBILITY AS DISABLED OWNERS.

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