



JONATHAN BRINK
Business Development & Communications



BUSINESS DEVELOPMENT & COMMUNICATIONS

Outsourced Support with Experience

You're looking for a cost-effective solution for your businesses development and communication needs, but you don't want to break the bank. What you need is someone with a deep body of experience in organizational development, marketing communications and strategy. My name is Jonathan Brink and I can provide you with the right experience to help meet those needs in a cost-effective and timely manner.

Building on over 18 years of start-up and business development experience, I can provide the right business intelligence and marketing communications to help your company succeed.



A Solid Approach

I understand that success in business begins with the right balance between intelligent organization and creative execution. Businesses must be well developed from the ground up, but they must also be willing to take creative risks. Serving my customers effectively hinges upon finding this balance.

In the process of business development, companies make promises to take care of the needs of their customers. Effectively developing the organizational processes to keep those promises is paramount to long-term success.

Once a solid foundation is in place, creatively communicating to the marketplace becomes easier. A company that is prepared to make and keep a good offer can continually communicate success to the marketplace. Building a long-term approach to customer marketing creates retention and low-cost referral based marketing. Customers can begin to trust your company because you can consistently produce the same outcome.

When these two disciplines are in harmony, the result is effective and strategic development that is prepared for the challenges of today while building for tomorrow. I can help you develop both in a way that maximizes your business dollar.

In the course of serving my clients, which have included some of the most respected companies in the world, I have developed the expertise and knowledge to know what works.

I look forward to speaking with you about growing your company, building a solid relationship, and preparing for your success.

Jonathan Brink



A TURNKEY PARTNER

Making Wise Choices

In today's tough business climate, companies must make wise choices that lead to real growth. Choosing the right partner to help you make wise choices is critical to your business success. I can help you see new possibilities for growth, business development and communications that you might not have known were available.

Real partnership begins with listening to you, the client, in order to develop a deep understanding of your concerns and desires for growth. It then means asking the tough questions about what it means to effectively take care of those concerns. And finally, it means developing and executing on a project plan that serves to direct development, and keep the project on track.

I also value my customers enough to be honest. It is important to me to keep my promise to my clients. In every phase of initial development and through engagement, I will consistently listen to my capacity to provide wisdom and take care of your concerns. Ultimately I want to provide superior business intelligence and communication expertise.

Cost-Effective Strategies

I've also chosen to remain small and nimble, in order to reduce costs and pass those

savings onto my clients. I can also leverage a vast network of technology and creative partners, giving me the capacity to scale to any size project. This allows me to keep costs low, making it easier for you the client to do more.

It is also my desire to help you make wise decisions with your business development and communication choices. I can help you see possibilities that you might not have known exist, or how to leverage your existing assets to grow your business in new markets.

The complexity of some technologies has also made it simpler to grow your business in a cost-effective way. From Social Media tools like Twitter and Facebook, to cost effective web development tools, I can help you leverage a digital world to reach new customers.

I Believe:

- in working to build lasting relationships with my clients.
- my clients are passionate about what they do.
- in listening to our clients.
- my work should reflect my clients needs.
- that business development is a craft.
- that communications is an art.
- that results are the measure of my work.



BACKGROUND

About Jonathan Brink

For 18 years, I have been involved in all phases of the business development process, including sales and marketing, product development, business market analysis, capital fund raising, and communications. My extensive experience gives me deep insight into what it takes to launch and sustain a company in today's tough climate.

I began my career at the center of technological innovation: Silicon Valley. With a passion to learn business and create effective business solutions, I helped start Litwin-Brink Advertising & Design during the infancy of the internet. With a background in communications and media, and a love for the entrepreneurial spirit, I launched the company into a resounding success, growing the business 100% for five straight years.

Working with a wide range of clients including IBM, Sony, and HP, I helped each customer realize the business objectives by listening intently, creating real-world solutions, and working hard. I continually developed improvement processes to meet the customer's needs in a cost-effective way.

I would then go on to help found several other start-ups including Artmetropolis, Innovasource, and Generate Technologies. These opportunities allowed me to start the non-profit Thrive, serving other non-profits in a leadership and community development role. In each case, I served my clients with passion and enthusiasm. My love for helping people is evident in everything I do.

I am also passionate about continuing to learn. I hold an MA in Organizational Leadership from Gonzaga University, one of the most respected universities in the Northwest. I also spent three years in the V Group, an ongoing professional business network focused on the fundamentals and practices of intelligent business design.

Before starting my first company, I also spent four years involved in project development for commercial houses in Hollywood. I worked as part of a team responsible for production of over 75 commercials, including Coca-Cola, Ford Motors, and Folgers Coffee.



CLIENT LIST

Technology

- IBM
- Sony
- HP
- Synopsys
- Covad Communications
- Cybercheer
- Data Evolutions
- Diamond Multimedia
- Ewing-Foley, Inc.
- Findable, LLC
- Gazos Creek Group
- Generate Technologies
- Hana Technologies
- i-Planet
- Logic Vision
- Opti Vision
- Portable Energy Products
- SmallGroupWare
- Sierra Proto Express
- Superscape
- Xclar
- Advantcomp
- Web Stores America
- Yourblinds.com
- 7x Internet Group
- Webstores America, Inc.

Education

- IMS (Distributed Learning Standards)
- Allontra Learning Technologies
- Corry Ann March Coaching

Publishing

- Civitas Press
- Media Arts: (Thomas Kinkade Publishing)

Professional Services

- Jonathan Holmes, (MFT)
- Drew Beveridge, (Mortgage Loans)
- Mike Reynolds, (Real Estate)
- Gordon Dalbey (Best-selling author)
- Thrive Communications
- Silicon Valley Bank
- Sperry Event Marketing
- Mobilehome4sale.com
- CPO Unlimited (Copier Services)

Non-Profits

- Lakehills Church
- Church of the Chimes
- Thrive Ministries
- Make A Wish Foundation
- TransFORM Network



PROFESSIONAL SERVICES

Business Development

- Organizational Optimization
- Process Design
- Business Plan Writing
- Market Analysis
- Spreadsheet Design and Analysis
- Capital Fund Raising
- New Market & Product Ideation
- Product Development
- Contract Coaching
- Business Coaching

Corporate Identity

- Corporate Brochures
- Design Guidelines
- Logo Design
- Slide, Multimedia & Video Presentations
- Website Design, Implementation, and Support

Business Communications

- Social Media
- Web SEO
- WordPress CMS
- Advertising
- Announcements & Invitations
- Copy writing
- Direct Mail and Email Campaigns
- Digital & Print Newsletters
- Display & Tradeshow Graphics
- Photocompositing
- Photography & Illustrations
- Poster Promotions
- Retail Packaging
- Technical Datasheets
- iPhone Applications
- Manual and Book Publishing

CONTACT INFORMATION

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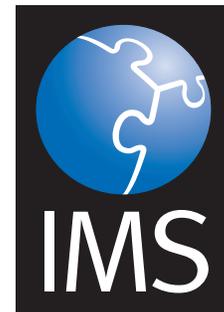
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IDENTITY DEVELOPMENT





PRESENTATIONS

Client: Hana Technologies

Concern: Hana's existing corporate materials did not present well in sales presentations.

A corporate color palette was developed to differentiate the departments, and provide easy recognition for teams.



A visual image was developed digitally to express the theme and service of the company.

All materials were developed with a consistent look and feel to present one clear message. Hana requested implementation of the new identity across major corporate materials.

Hana Technologies



NEWSLETTERS

Client: Sony

Concern: The existing newsletter was photocopied in black and white and did not match the image of Sony's brand.

Photography and illustrations were created to present visual representation of each department.



Interesting color schemes were chosen to present a friendly look and feel.

A specific structure for layout was developed to create an easy to read lead article, highlight sections for scanning of relevant articles, and a photographic highlight section for interesting product news.

Sony



ADVERTISING

Client: Hana Technologies

Concern: Hana expressed a concern for showcasing three different product lines and generating brand awareness without confusing the customer.

A campaign tagline was developed to present a new idea to the marketplace where customers were not aware of Hana's capacity.



Custom modeling was developed to present a traditional idea in a new way.

A color scheme was developed to present the same campaign three distinct ways. This followed Hana's similar approach to color distinction in other materials.



DIRECT MAIL

Client: Synopsys

Concern: Tradeshows were a “dime-a-dozen”. There was a concern for getting lost in a crowded market.

A day-timer was created so attendees would already have a reminder in place.



The invitation was an interactive pinwheel with each stop in the party displayed in the window. Custom illustrations were developed to create quick iconography for each stop.



A custom thank you card with photographs from the party was created as a visual scrapbook, and served as a reminder for next year's party.



COLLATERAL

Client: IMS

Concern: Existing corporate materials did not meet market standards for marketing communications.

Corporate datasheets for each plant were developed to provide more detailed technical specifications for sales conversations.



A 12-page corporate brochure was developed to express, in visual terms, the capacity of IMS to take care of the customer's concerns in the global marketplace.

Graphic themes were created to present the different offers to the marketplace, yet each remained in a unified approach.

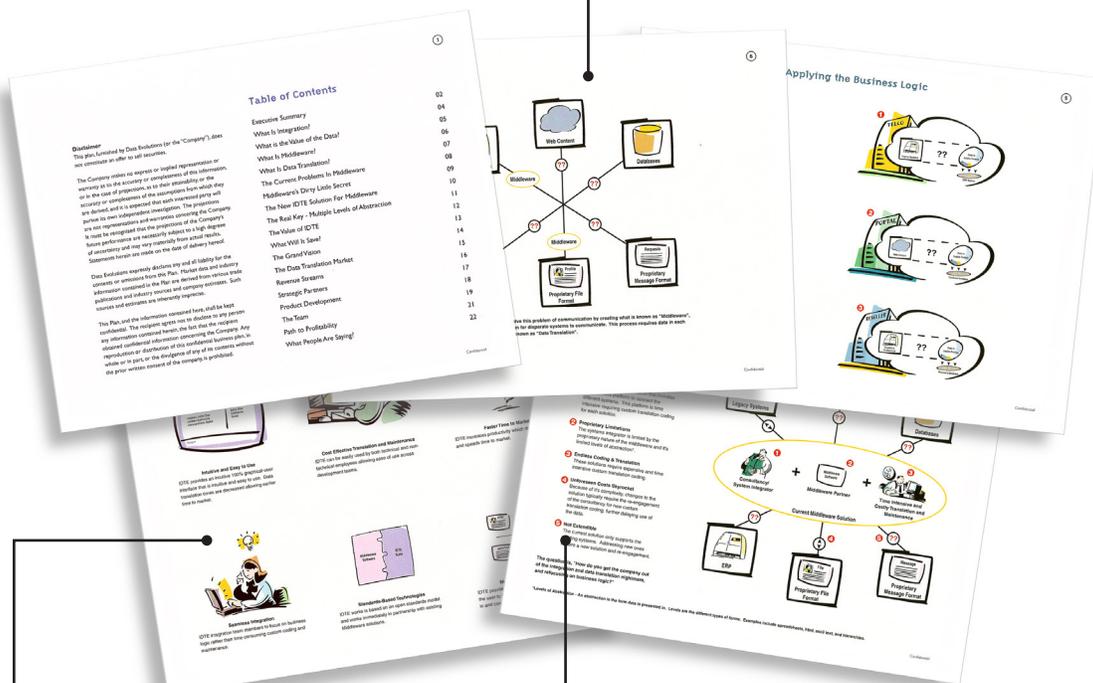


BUSINESS PLAN DEVELOPMENT

Client: Data Evolutions

Concern: Needing to grow, Data Evolutions needed a business plan for investors.

A 22-page business plan was developed for the client, including copy writing, graphical representation of the business problem and solution.



Visually stunning graphical images were created to help communicate a complex business problem and solution in a visual way.

Detailed specifications were created to communicate the depth and value of the product in the marketplace.

Data Evolutions

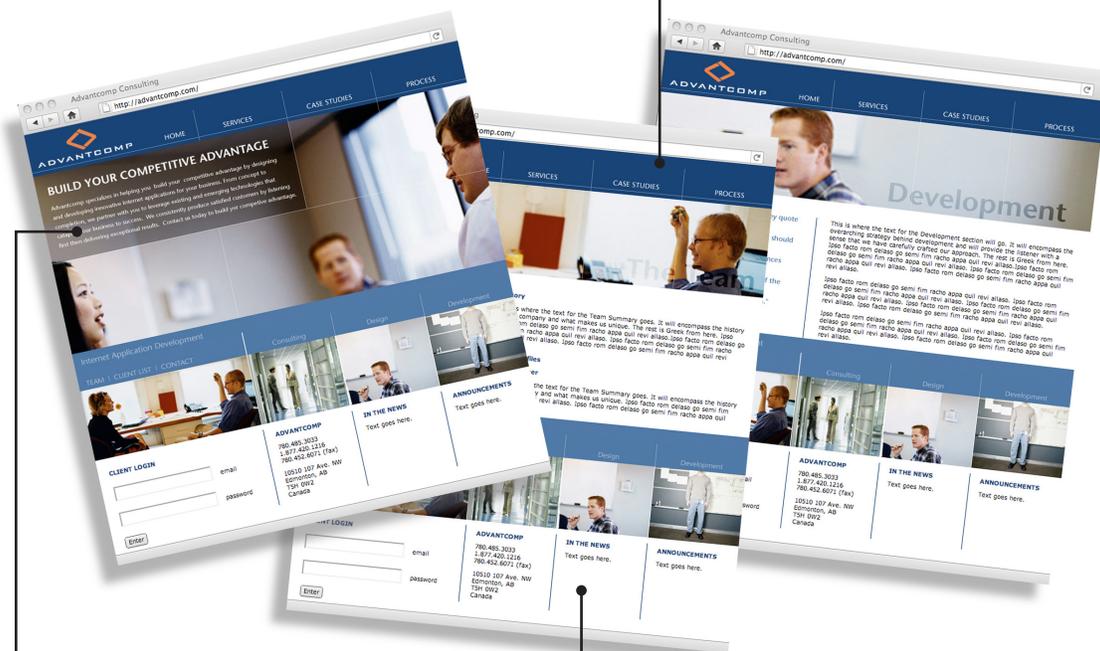


WEBSITE DEVELOPMENT

Client: Advantcomp

Concern: Existing website did not meet the needs of presenting a professional image for a software development firm.

A visually appealing template was developed to showcase the professional image of the firm to major customers.



A messaging system was developed to communicate the firm's strong offer to the marketplace.

The website was integrated with the clients existing database, allowing customers to log-in to back-end materials.

Advantcomp

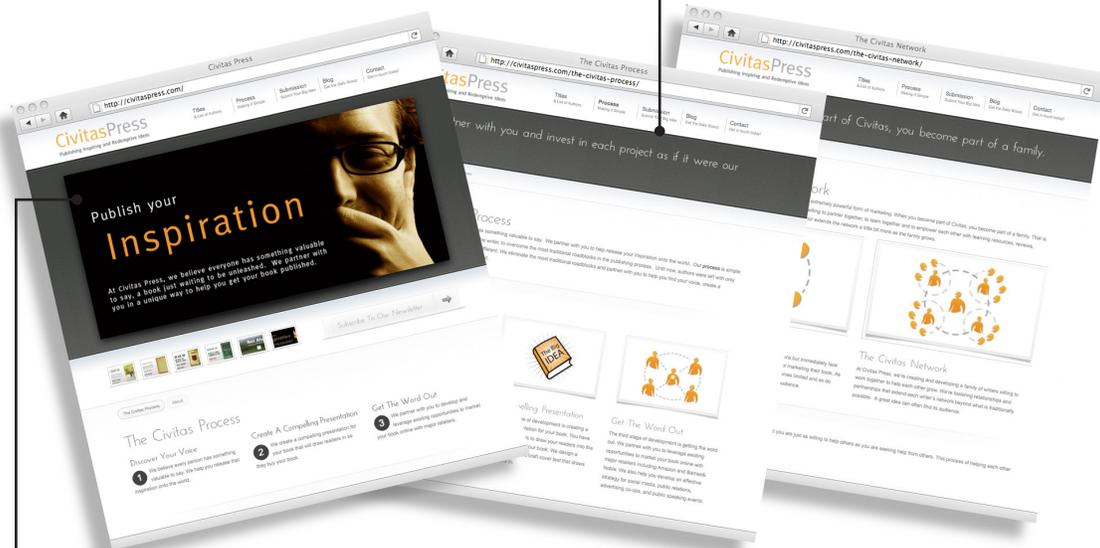


WEBSITE DEVELOPMENT

Client: Civitas Press

Concern: There was no existing website and the limited funds prevented any original html development.

A visually appealing Wordpress template was chosen that complimented the corporate brand.



A messaging system was developed to communicate the firm's unique offer in the world of publishing.

Individual illustrations were developed and stock photography was chosen to visually communicate the firm's offer to their customers.

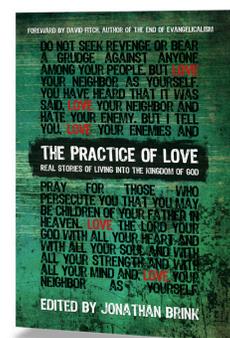
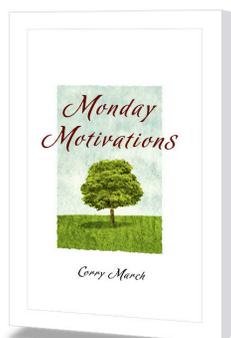
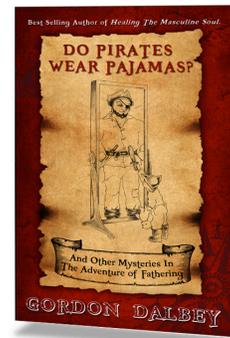
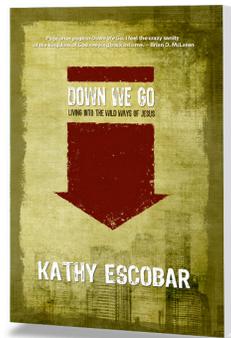
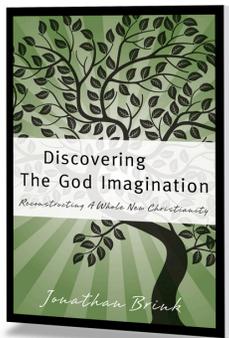
Civitas Press



PUBLISHING

Client: Civitas Press

Concern: Design a visually appealing cover and production for various author's in development.



Civitas Press