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### COMPANY PROFILE

ThinkZILLA Consulting is a culturally aware brand engagement firm that helps organizations create a positive economic impact through cultural diversity. We are the only firm that combines program management resources with deep diversity, equity, and inclusion expertise, a network of thousands of minority-led business suppliers, and full-service marketing capabilities. We call our approach to DE&I "Culturally Aware Brand Engagement."

We use outcome-based metrics as our primary focal point, thus, achieving the fastest rate of improvement in customer satisfaction, cost quality, process speed, and profitability.

### CORE COMPETENCIES

- ▶ Digital Marketing Services
- ▶ Minority Business Development
- ▶ Strategic Planning
- ▶ Public Relations
- ▶ DEI Program Development & Evaluation
- ▶ Advertising & Media Buying
- ▶ Community Engagement
- ▶ Event Management

### NAICS

- ▶ 541613 - Marketing Consulting Services
- ▶ 541820 - Public Relations Agencies
- ▶ 611430 - Professional & Management Development Training
- ▶ 541810 - Advertising Agencies
- ▶ 541910 - Marketing Research & Public Opinion Polling

### NIGP CODES

- ▶ 961-53-00 - Marketing Services
- ▶ 952-90-00 - Training and Instruction (For Clients, Not Staff)
- ▶ 915-01-00 - Advertising Agency Services

### DIFFERENTIATORS

Our Specific DE&I Goals include:

- ▶ Designing tailored programs and strategies using a data-driven approach.
- ▶ Providing workforce development in diversity and inclusion to increase workplace diversity.
- ▶ Presenting tailored approaches to diversify suppliers and increase the number of contracts awarded to minority-owned businesses.
- ▶ Delivering culturally tailored and appropriate marketing strategies to increase the reach of diverse audiences/customers.

### PAST PERFORMANCE

- ▶ Country Financial
- ▶ American Landmark
- ▶ CDC
- ▶ Blaylock Van
- ▶ University of Phoenix
- ▶ City of Atlanta Watershed Management
- ▶ American Express
- ▶ AATC
- ▶ City of Scottsdale
- ▶ Fiji Water
- ▶ City of Atlanta
- ▶ Grady Health System



### PERTINENT COMPANY INFORMATION / STRATEGIC BUSINESS AFFILIATIONS

- ▶ SkySong, The ASU Scottsdale Innovation Center
- ▶ Minority, Woman-Owned Business Enterprise (MWBE)
- ▶ Houston Black Heritage Festival Award
- ▶ Houston Power Professional-Entrepreneur Leadership Award
- ▶ Small Disadvantaged Business (SDB)
- ▶ United Diversity Business Summit
- ▶ Texas Black Women's Expo Award
- ▶ Google Certified Agency
- ▶ Atlanta Business League
- ▶ Atlanta Press Club



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