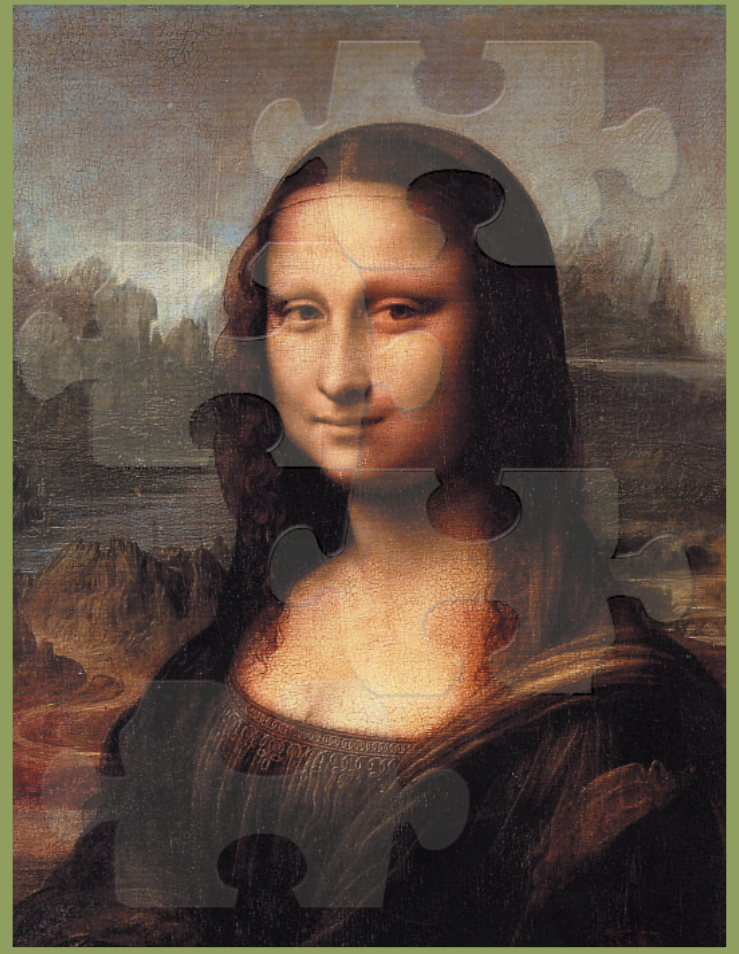


Worldwide Image & Brand Management



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Mona Lisa
Consulting, Inc.



Our Senior Consultants



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Mona Lisa Consulting, Inc. is a dynamic network of international management consultants who bring you hundreds of years worth of combined global business experience. Our team includes marketing and communications strategists, human resource professionals, online interactive technical authorities, industry experts, public relations specialists, skilled designers and more.



Edith Bodnar

Edith@MonaLisaConsulting.com

Edith is the founder and president of Mona Lisa Consulting, Inc. Her core competence is international communications, and marketing strategy and forecasting. She spent the past twelve years consulting for numerous organizations across diverse industries, including Lands' End, Ready Crisp, Spark Factory, The Hiebing Group, and the University of Wisconsin.

Her article about computerized market research on **BUZZ** has been published in American and European technical magazines. In addition, several media interviews with Edith, focusing on research and marketing forecasting in the entertainment industry, have been broadcast from London to San Francisco. In 2006, Edith was nominated for the prestigious World Technology Award in Entertainment for her work on market forecasting software applications.

Edith is an active member of the Institute of Management Consultants in Southern California where she served as a board member from 2004 through 2006.

Edith is fluent in English, Hungarian and Russian.



Jim Faulkner

Jim@MonaLisaConsulting.com

Prior to his work as a consultant, Jim was director of corporate/marketing communications for Air France in New York, overseeing promotions, sponsorships, media relations, internal communications, crisis communications, on-line communications, special events, public affairs and corporate social marketing.

He also held various managerial positions in marketing communications and advertising at Northwest Airlines in Minneapolis and Trans World Airlines in both St. Louis and New York before joining Air France. In addition to consulting, Jim is an advocate for the homeless through a faith-based program in Hollywood.



Vena Genuchi Alesio

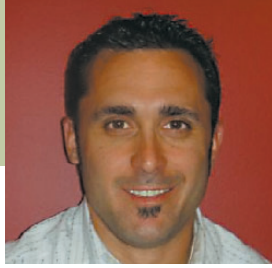
Vena@MonaLisaConsulting.com

Vena Genuchi Alesio earned a Ph.D. from Texas Tech University, where she studied philosophy and fine arts. A former college professor and administrator, Vena entered the business sector to pursue a career in human resources and management development consulting, where she assists clients in identifying talented individuals within their organization and effectively invest in them through relationship building and strength management. Serving as both teacher and analyst, she works with executive teams to maximize their effectiveness in leading their companies, and trains managers in how to develop staff to reach their potential for excellence.

During prior employment with an international human resources consulting firm, Vena worked extensively with corporations that include the Ritz-Carlton Hotel Company, Estée Lauder, MGM Mirage, Inc., Autostadt, Air Jamaica, and Panera Bread Company.

Vena has written and edited numerous publications on women's issues in the workplace, and has spoken extensively about creativity and the fine arts as they play an important role in emotional intelligence for talented business leaders.

Vena speaks English, excellent German and basic Italian and Spanish.



Gary May

Gary@MonaLisaConsulting.com

Gary May, a native of Los Angeles, has spent the last 17 years in sales management, team leadership and business development for leading companies in both the sporting goods and automotive industries, with a focus on best practices. As a “do-it” personality type, Gary is typically immersed in his projects, and has a keen manner of inviting those around him “into the water,” as well.

Over the past six years, online marketing, advertising and branding have been the core of Gary’s path toward leveraging interactive content, micro sites and email. A habitual networker, Gary constantly engages leaders and decision-makers to join him in making things simpler for companies looking for a competitive edge.

Never content to work solely on the frontlines, Gary has spent many of his 23 years dedicated to the hobby of competitive cycling, involving himself in sponsorships, expositions, international trade shows and other hands-on avenues to further companies, brands and callings he supports.



Janet Wendy Spiegel

Janet@MonaLisaConsulting.com

Janet Wendy Spiegel brings the diversity of a dynamic, evolved career path to MLC. She is a relationship-oriented executive, noted as a strong, direct leader with a talent for motivational business management, service marketing and new media. In addition to a progressive career in “for-profit” education and consumer packaged goods and services, Janet enjoyed a successful early career in film and theater.

Janet’s broad scope integrates innovative high-level strategic planning and implementation, multiple location service sales/retail operations and management, P&L, domestic and international training and performance development service and field marketing, image and brand management, inspirational coaching and mentoring leadership, and multi-million-dollar budget creation and management.

In 2005, Janet introduced a niche internet blog, which enjoys “top ten” positions on Google, Yahoo and other major search engines. Respected both in the new media environment and the corporate business world, she brings her unique management expertise to the national and global arena. Born and raised in Montreal, Janet has been living and working in Los Angeles since the mid-1990s. She is fluent in both English and French.

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Business Inspiration... Business Excellence

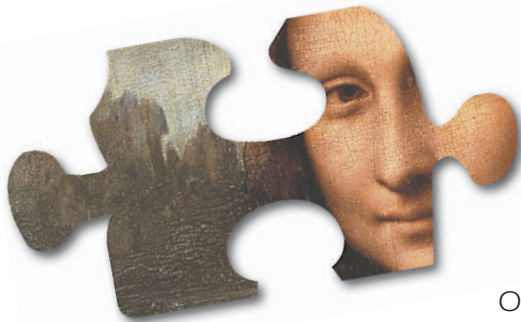


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Every client has a unique set of concerns that must be addressed. The following illustrations demonstrate the variety of solutions provided by our team of experts:

"Help Us Find a Powerful New Marketing Concept"

Our consultant advised this IT company to scale down its service offerings and focus on core competencies. End result: ten-fold increase in annual revenues.



"During a Time of Tension Between the U.S. and French Governments. . ."

One of our consultants negotiated and executed the first-ever agreement between Air France and the American Red Cross, resulting in \$70,000 for transportation of volunteers traveling to Africa to administer measles vaccinations to nearly 245,000 children.

"We Have a New Innovative Idea! Help Us Sell It to the Highest Bidder in a Competitive Market"

A national food manufacturer created a new method to present pre-cooked meat. However, they did not have the capital to wage a competitive price war with more lucrative corporations. We built a marketing program for them that helped them launch their product and negotiate the best selling price among their competitors. Consequently, they received profit that sustained their business and helped them move forward with new innovations.



“Increase Our Product Awareness Online”

Our solution provided 360-degree tours of the product, side-by-side, with a standardized format. The result was better product outreach and increased click-through rates.

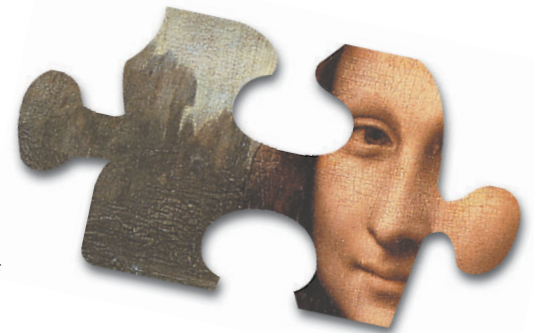


“Take Our Clients to a New Level”

A new approach to consumer engagement online from the driver’s perspective resulted in one of the most engaging automotive interactive pieces to date.

“Help Us Find a New Company Image with a Consistent Cultural Message”

Appropriate business strategies and human resource programs were implemented simultaneously with outstanding end results at every level of the company, which resulted in significant return on investment for all stakeholders



“How Can We Keep the High Level of Quality While Maintaining the Company’s Aggressive Growth?”

Operational inefficiencies were identified and eliminated, while the design work (the main revenue generator) became again the focal point of the business. Revenues are expected to double in 2008.

**We are big-picture
people with an eye
for detail.**



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Mona Lisa Consulting partners with you to maximize the concept and image of your business by sorting through the pieces of the puzzle that make your company unique. Our external/internal branding and marketing strategies focus on corporate growth that will secure your position in the global market place.

Market and Brand / Image Management Practice

Our experts help inspire a new generation of thinking, strategic market and brand development, and new ideas that can be commercialized to grow your business.

- **Product and Service Marketing Management**
- **Internal and External Branding Strategies**
- **Strategic Image Development**
- **Online Marketing – Web 2.0**



Communications Management

By opening lines of communications, sharing relevant experiences, and enhancing your profile in extraordinary ways, MLC will add value and passion to your brand.

- **Consistency of Internal / External Communication**
- **Crisis Communication**
- **Media Relations**
- **Public Affairs**
- **Copywriting**
- **Interactive Content**
- **Multi-cultural Communications Management**
- **Inter-cultural Business Affairs**



Growth and Strategy Consulting

We are image and corporate personality experts who work closely with you to develop measurable market and business growth plans.

- **Efficiency Management**
- **Revenue Force Development**
- **Market Forecasting**
- **Market Performance Measurement**
- **Focus Group Research and Evaluation**
- **Alignment of People and Processes**
- **Performance Management**



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