



JOANNE TAN

BRAND STRATEGIST
MARKETING ADVISOR
CONTENT CREATOR

SKILLS

- BRAND BUILDING & MKTG
- MARKET POSITIONING
- BRAND DNA DECODING
- BRAND CONTENT CREATION
- BRAND VIDEO PRODUCTION
- BUSINESS MODEL & PLANS
- M&A MKTG CONSULTANCY
- BRAND LOYALTY PROGRAMS
- REPUTATION MANAGEMENT
- PR, ADS, TV COMMERCIALS
- AI CONTENT MARKETING
- WEBSITE, SEO, PPC, PRINTS
- SOCIAL MEDIA MARKETING
- INFLUENCER MARKETING
- LINKEDIN PROFILE OPTIMIZE
- VISUALS, PHOTOS, DESIGNS

PROFILE

- ★ Thought leader, speaker
- ★ Business brand strategist
- ★ Executive coach & consultant
- ★ Law degree
- ★ Award-winning photographer
- ★ Video Director and Producer
- ★ Newspaper editor, designer
- ★ MBA training in marketing, accounting, insurance, etc.



10 Plus Brand[®]

Stand for Something.

Strategic Brand Consulting & Marketing

- profits, culture, legacy

10 PLUS BRAND, INC. builds and markets brands to raise their bottom line and influence. We develop and manage business brands for B2B services, VC-backed startups and companies seeking to reposition their brands. We rebrand private equity portfolio companies post M&A for new owners' visions & brand-personas.

We also establish and grow personal brands for executives, leaders, business coaches, professionals, aspiring board members, attorneys, accountants, founders, and CEOs.

Creating brand equity starts with establishing that your brand stands for something so that your top line lifts the bottom line. Founder and CEO Joanne Z. Tan leads teams of experts to **DECODE** brand DNA, vision, business model, market positioning, etc. We then **CREATE** brand strategies, structures and stories, to **AMPLIFY** your brand with content (verbal and visual) with videos, original blogging, websites, SEO, influencers marketing, AI-enabled content online marketing, social media, LinkedIn, to build your brand recognition and stature.

We excel at 1) decoding brand DNA with a proprietary, multi-disciplinary process, 2) creating original, strategic, and powerful content, and 3) producing brand promotional videos that anchor outstanding websites custom-coded by our 10 Plus Brand Teams.

JOANNE Z. TAN is a featured speaker globally & nationally on brand building and digital marketing. She is regarded as one of the top branding experts by major news media such as the Washington Post. As a force for global brand-building to drive growth and profits, she architects holistic and comprehensive business brand strategies to build brand equity, thought leadership, and long and short-term growth goals.

For almost 10 years, she's led the evolution of 10 Plus Brand from a visual branding firm to an integrated, full-service brand consultancy, content creation, and marketing agency, as a brand strategist, thought-leader, executive coach, and creative director. She has a law degree and was a professional journalist, editor & designer. Also trained in business management, finance, and insurance, she combines analytical skills with her award-winning professional photographic artistry to brand businesses. Joanne also mentors startups and hosts her podcast series "**Interviews of Notables & Influencers.**"

OUR CLIENTS: B2B, B2C, services or industrial, small & mid-market companies, CPA, engineering, law firms, commercial insurance agencies, CFOs, management consultants & executive coaches, technology disruptors, funded startups in areas such as AI, SaaS, healthcare, AR/VR, pharmaceuticals, clean tech, sustainable energy, AgTech, blockchain, etc. **Examples:** We doubled attendance & revenue for a private museum owned by a multi billionaire, with our TV & cinema ads, PR & media campaigns. We expanded an insurance agency's clientele from local to national, in all 50 states.

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