

BUILD BUSINESS
VALUE
WITH BETTER
BRANDING



Before she could even read, **Wendy Coulter** was selling shoes in the family shoe store where promotions and marketing meant going on the radio to play guitar or riding an elephant in the town parade. In 1995, she founded Hummingbird with a desire to put her own ideas to work, creatively solving problems for growing businesses.

**For Wendy, the hummingbird symbolized
what she wanted to do: *FLY*
forwards, backwards, sideways, and upside down.**



Over two decades later, Hummingbird Creative Group has helped thousands of brands take flight, thanks to a diverse and dedicated staff. Wendy remains committed to providing clients insightful BIG IDEAS, intuitive innovation and inspired creative, with a passion to strengthen the company's promise, presence and profitability over time.

Wendy holds degrees in Architecture and Industrial Design and a minor in Communications from from the School of Design at NCSU.



CREATING
&
BUILDING
Life Sciences
&
Healthcare
Brands
Since 1995



American
Heart
Association®



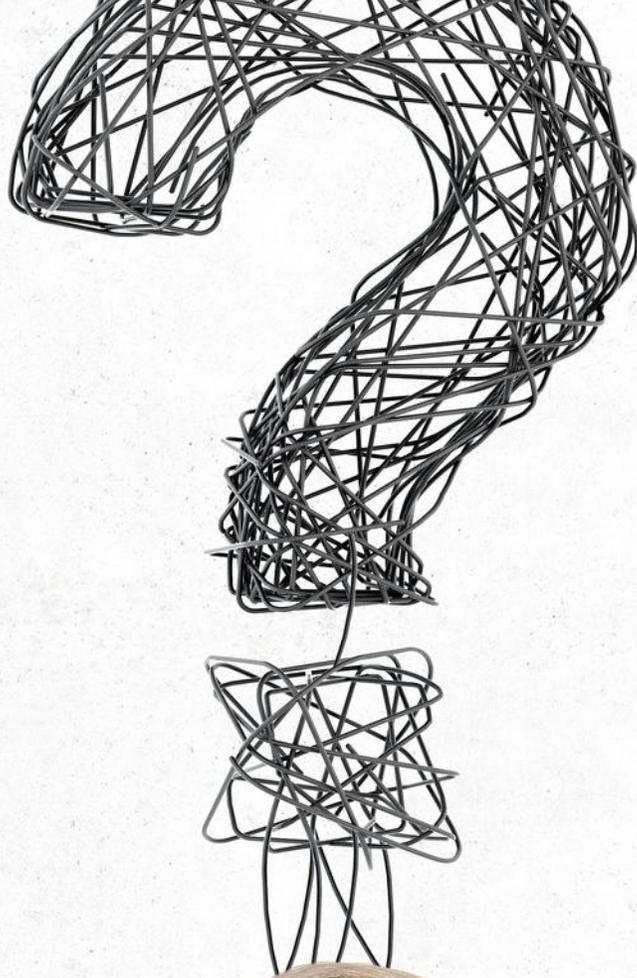
**ASK ME
ANYTHING!**



**branding
marketing
leadership
entrepreneurship
artificial intelligence
social media
finance**



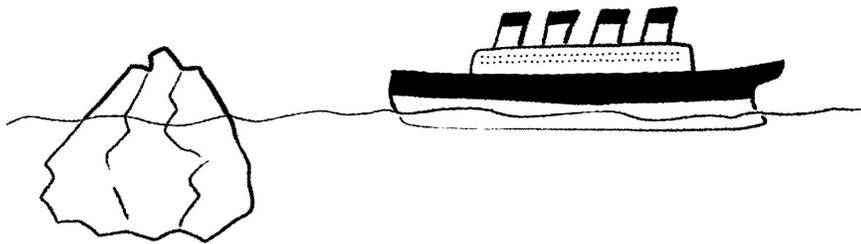
**WHAT
ABOUT
YOU?**



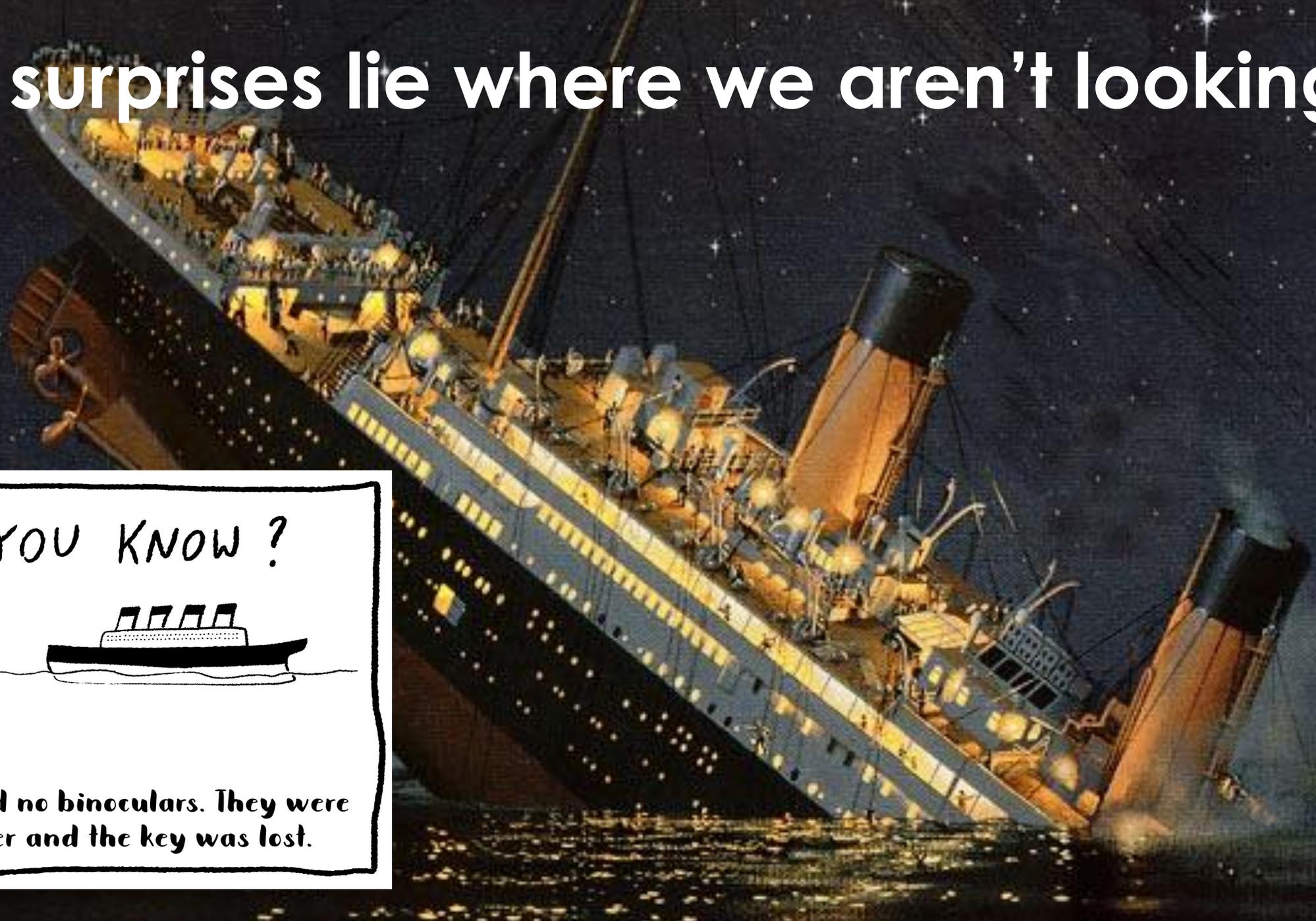
**VP marketing
founder / owner
CMO / C-level
digital marketing
brand manager
analyst
strategist**

what surprises lie where we aren't looking?

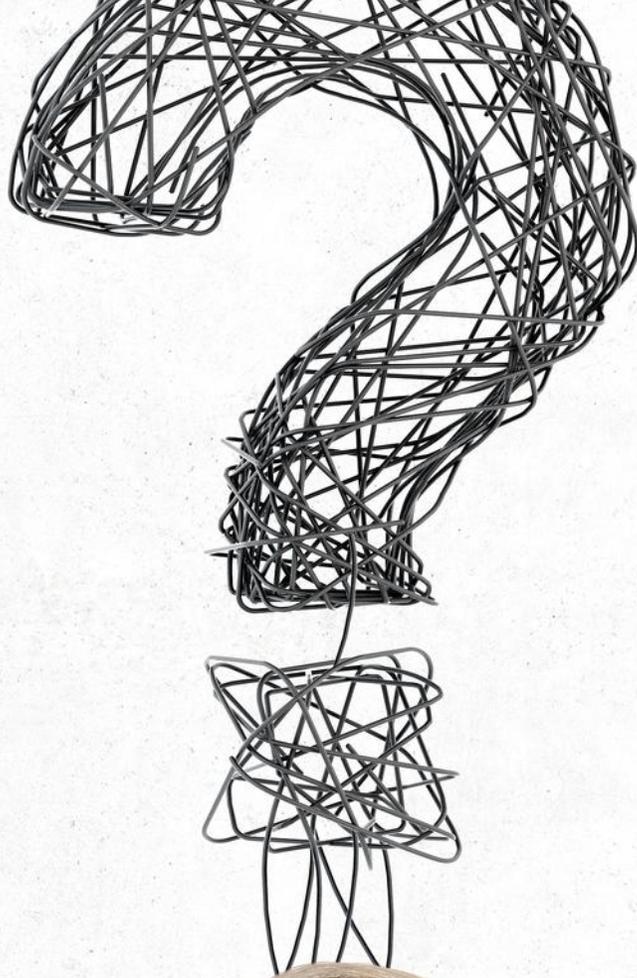
DID YOU KNOW?



Titanic crew had no binoculars. They were inside a locker and the key was lost.



THEORY:



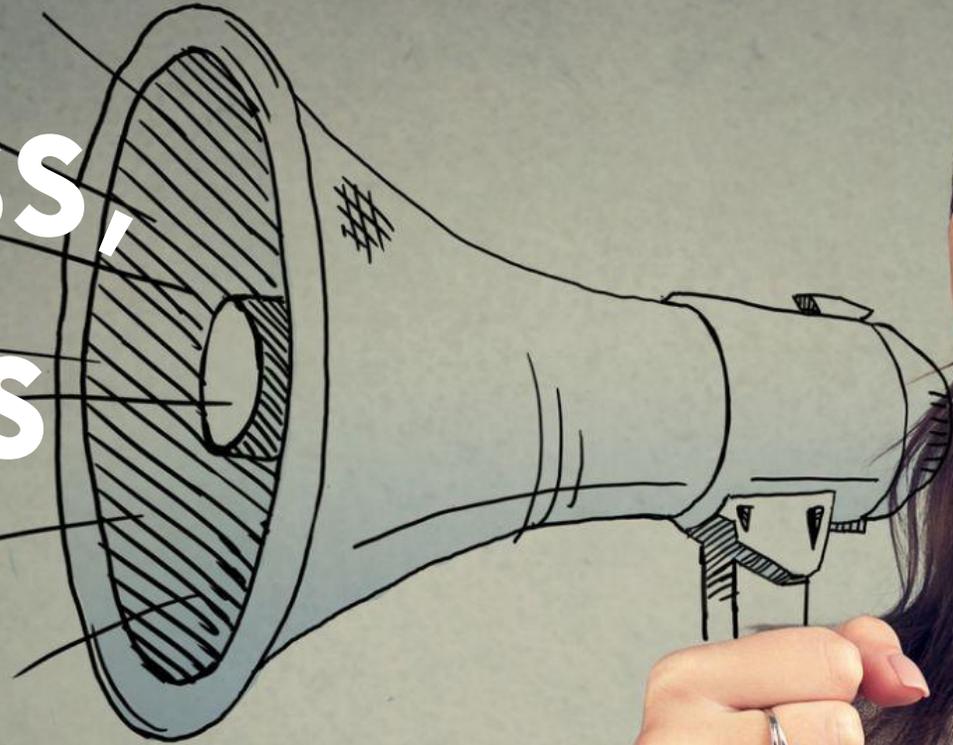
**smart people
(executives)**

**CAN'T
LEARN
???**



REALITY:
smart
people
DON'T
LISTEN!

PROBLEM:
in business,
customers
want
you to listen!



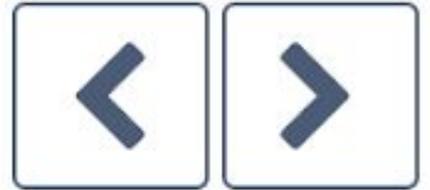
the power of VOC
“voice of the customer”

=

DIFFERENTIATION

the catalyst of sales & marketing GROWTH

voice of the customer



Definition

[See Examples](#)[Cite Term](#)[Add to Flashcards](#)

Collective insight into customer needs, wants, perceptions, and preferences gained through direct and indirect questioning. These discoveries are translated into meaningful objectives that help in closing the gap between customer expectations and the firm's offerings.



Marketing messages written in the “boardroom”



 *Call Today: (919) 214-9859*

Restoring Sentimental Furniture Since 1982

Repair | Refinishing | Restoration | Conservation

Bernard Mumford

Owner at Mumford Restoration

Mumford Restoration • Broward College

Raleigh-Durham, North Carolina Area • 500+ 

[View in Sales Navigator](#)

[Message](#)

Since 1982 Mumford Restoration has built a solid reputation for premier craftsmanship and consistent quality results.

A certain trust factor is required to give us responsibility to restore sentimental and treasured pieces from your home. I assure all of our clients a 100% satisfaction guarantee. We will not rest until every detail is complete and every problem is resolved. We stand by our work and invite your questions.

We're furniture restoration specialists providing premier service in restoring those special pieces in which you or your clients take pride. [See less](#)

Marketing messages written by the customer



Sycamore

2 years ago

★★★★★ My irreplaceable, sentimental, stylish chair my father bought in 1930 was falling apart, broken, dirty, and in my garage. Truly I thought all my family memories on this chair we're going to be lost as I suspected it was beyond repair. We called Mumford restoration. They worked a miracle on this chair! Their expertise allowed this chair to have a spectacular restoration. The attention to detail, the wood restoration, the fabulous upholstery, the sheer craftsmanship of Mumford was beyond my expectations. There is great personal pleasure in seeing this chair in my living room and it is so aesthetically pleasing. Now this precious part of our family history has more generations to go. My children are already asking if they can please have this chair. Don't miss the Mumford miracle.

 Helpful?



*Working miracles
to restore family memories.*



 *Call Today: (919) 510-6310*

Working Miracles to Restore Family Memories

Repair | Refinishing | Restoration | Conservation

[About Us](#)

[Specialties](#)

[Estate Services](#)

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[Moving Claims](#)

[Reviews](#)

[Contact Us](#)

10 Questions to Determine When You Should Restore

[Learn About Our Services](#)



WOOD FURNITURE



REUPHOLSTERY



CLOCKS



PIANOS



Find An Office Near You | Schedule An Appointment & Access Patient Forms

best day PSYCHOLOGY AND COACHING, PLLC | About Us | Our Treatments | Initial Assessments | Outpatient Therapy | Medication Management | Contact Us | Blog | Career Opportunities

Consciously decide that today will be the best day of your life.

Have Your Best Day

Charlotte Location Now Open! | 980-867-4440

New Message from the Best Day Team!

As you know, it is important to monitor the COVID-19 situation very carefully as it changes daily. It is most important to us to ensure the health and safety of our patients and providers. It is also important to us to make sure you get the counseling and help you need to navigate through these challenging times. We are open for both in-person and Telehealth visits. We continue to accept referrals from medical practitioners but if you feel you need help, please contact us directly. You do not need a referral from another provider to talk with us. Access Patient Forms to complete New Patient Paperwork including the TeleHealth Consent Form and the TelePsych Patient Packet.

Call us directly at the numbers listed below:

- Charlotte 980-867-4440
- Durham 919-659-8686
- Greensboro 336-890-8902
- Greenville 252-375-3322
- Fayetteville 910-323-1543
- Fuquay-Varina 919-567-0684
- Raleigh 919-670-3939
- Wilmington 910-500-7072
- Winston-Salem 336-934-5556

CBS BEST DAY

FAYETTEVILLE RALEIGH FUQUAY VARINA GREENVILLE

Watch later | Share

best day

BESTDAYPSYCH.COM

ALL AGES AND MOST INSURANCE ACCEPTED



NCLifeSci

Advocate. Advance.

why is it important to the
EXECUTIVES?



**DIFFERENTIATION
builds equity
and
monopoly
control
drives pricing!**

Branding/Marketing is one of the the

BIG THREE

intangible value drivers for a company along with workforce and in-place processes.

Determining true competitive advantages and showing that your company holds a defensible leadership position could increase your EBITDA multiplier up to

20%!

8 Drivers of Company Value



Financial Performance

Your history of producing revenue and profit combined with the professionalism of your record keeping.



Growth Potential

Your likelihood to grow your business in the future and at what rate.



Switzerland Structure

How dependent your business is on any one employee, customer or supplier.



Valuation Teeter Totter

Whether your business is a cash suck or a cash spigot.



Recurring Revenue

The proportion and quality of automatic, annuity-based revenue you collect each month.



Monopoly Control

How well differentiated your business is from competitors in your industry.



Customer Satisfaction

The likelihood that your customers will re-purchase and also refer you.



Hub & Spoke

How your business would perform if you were unexpectedly unable to work for a period of three months.

If two similar companies are equal in other respects, but one is branded and marketed well, it will show:

- increased name recognition
- increased customer engagement
- increased employee acquisition
- increased market share
- increased revenues

INCREASED VALUE!





At the time of sale,
a strong brand might command
anywhere from

25%-100%
more
on the
open market



Companies with
strong brand orientation
can generate almost
DOUBLE
the profits
of other
companies.

Brand Orientation

an inside-out way to market with strong identity and values conveying the brand's true purpose to its target customers and stakeholders

EXAMPLE: Zappos

RESULTS:

**improved financial performance
+ increased customer loyalty
= increased brand value**



Core Values

1. Deliver WOW Through Service
2. Embrace and Drive Change
3. Create Fun and a Little Weirdness
4. Be Adventurous, Creative and Open-Minded
5. Pursue Growth and Learning
6. Build Open and Honest Relationships with Communication
7. Build a Positive Team and Family Spirit
8. Do More with Less
9. Be Passionate and Determined
10. Be Humble



Kymanox Environmental Branding

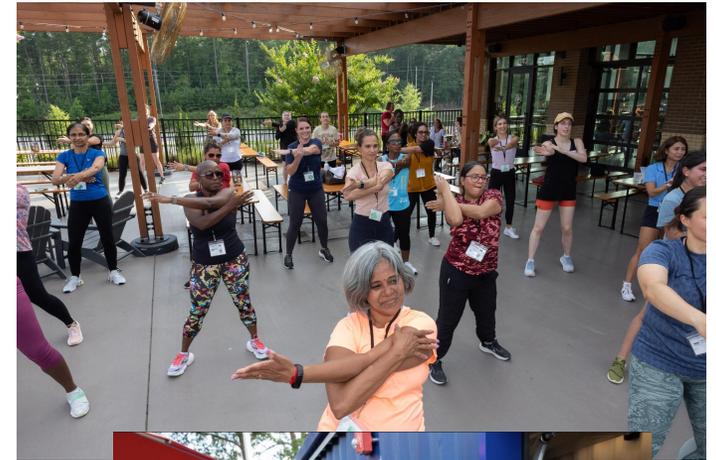


QUALITY	Honesty is the best policy — build a bond of trust based on your word and signature.	GRATITUDE	Work problems with responsiveness and flexibility — go above and beyond without complaint or blame.
Always strive for right-first-time outcomes — follow regulations, guidance, and best practices.	INTEGRITY	Make small and intentional gestures — acknowledge clients and colleagues.	REPUTATION



Kymanox Annual Meetings





Stephen M. Perry
Founder & CEO

Stephen M. Perry has over two decades of experience in biopharmaceutical manufacturing with an emphasis on design engineering, scale-up, start-up, and regulatory approval. Stephen has participated in the FDA commercial approval of more than two dozen unique drugs, devices, biologics, and combination products. He has extensive cGMP experience as a Process Engineer, Technical Project Manager, Quality Manager, Regulatory Auditor, and Information Technology Strategist. His work with novel cancer drugs, including autologous cell and gene therapies, and next generation antibiotics are notable from a technology transfer perspective. Stephen has led numerous multi-million-dollar capital projects and has contributed to several major facility installations





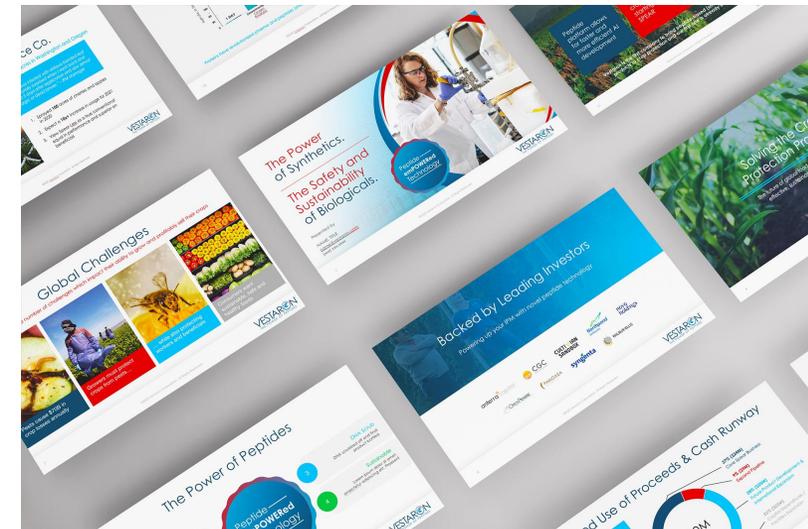
Vestaron 2023 Annual Meeting

EMPOWERED BY
MORE THAN PEPTIDES

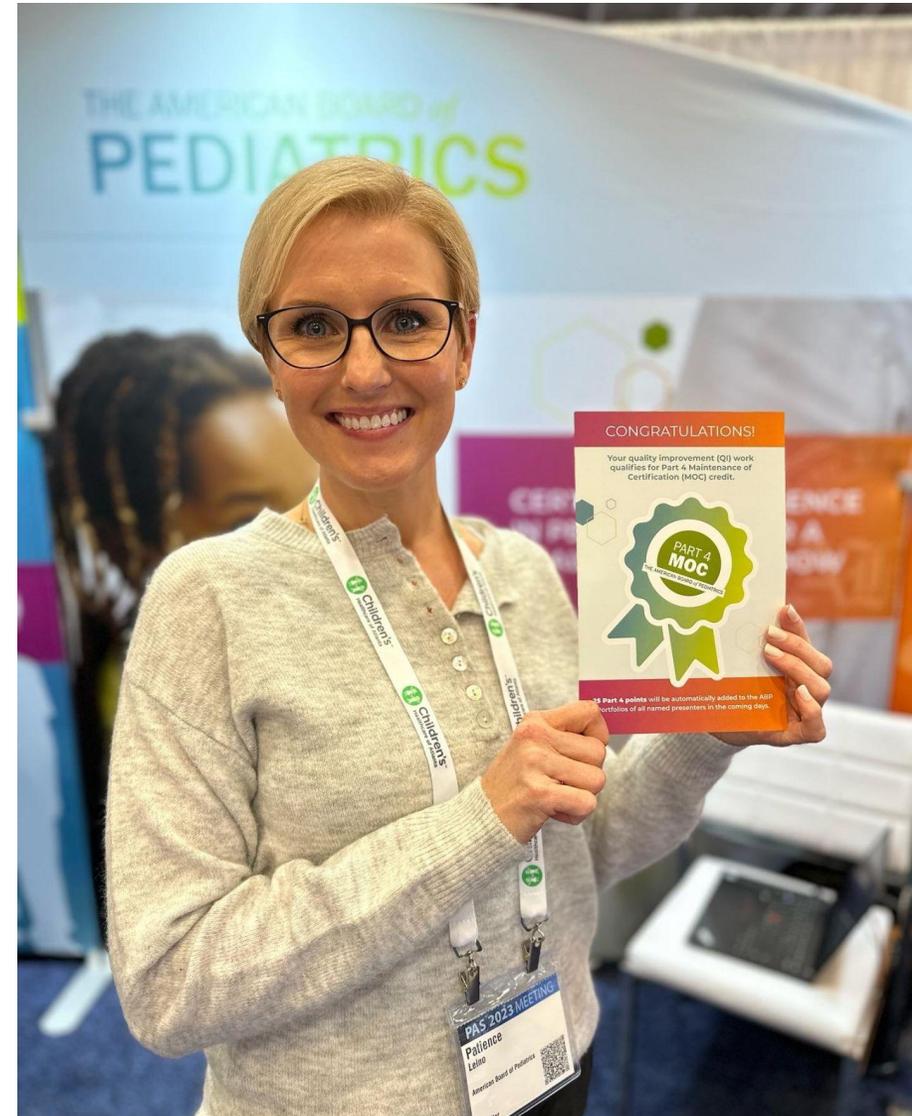


VENOMIX WAS FOUNDED BY PROFESSOR GLENN KING AND UCONN R&D COMPANY.

- (1) Synthetic insecticide modelled on peptide
- (2) Peptide based biopesticide
- (3) Plant expressed trait of peptides.



American Board of Pediatrics Tradeshow



how do you move the needle?

strategy **DRIVES** implementation

ONLY
14%

of Fortune 500 companies
**implement
strategy***



86%

**pay for
strategic definition
and then don't
implement***

smart
people
CAN
LISTEN
and
LEARN...





and most importantly **ENGAGE**

NC
Life
Sciences
Organization



THANK YOU!

Wendy Coulter, CEO
Hummingbird Creative Group
www.hummingbird-creative.com



hummingbird

where ideas take flight

Hanna Jernigan has a proven track record of serving clients with joy and respect, rooted in property marketing and leasing strategy roles prior to working at Hummingbird.

Since joining the team in February 2023, she has gained additional experience servicing B2B clients in healthcare, life science, technology, and government sectors. Hanna excels in listening to understand client needs, organizing tactics to align with strategic plans, goals and budgets, communicating with vendors, and trafficking jobs through the agency with efficiency.

Hanna also enjoys helping the Hummingbird team, as well as our clients, understand the social media landscape and explore new strategies!

Hanna is a VERY PROUD graduate of NC State University with a Bachelor of Science in Textiles Brand Management and Marketing and a minor in Business Administration.

