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 the School of Design at NCSU.
CREATING & BUILDING Life Sciences & Healthcare Brands Since 1995
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
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”

Bernard Mumford
Owner at Mumford Restoration
Mumford Restoration • Broward College
Raleigh-Durham, North Carolina Area • 500+

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
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 in 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.
Working miracles to restore family memories.
Working miracles to restore family memories.

Call Today: (919) 510-6310

Working Miracles to Restore Family Memories
Repair | Refinishing | Restoration | Conservation

10 Questions to Determine When You Should Restore
Learn About Our Services

WOOD FURNITURE
REUPHOLSTERY
CLOCKS
PIANOS
Consciously decide that today will be the best day of your life.

Have Your Best Day

Charlotte Location Now Open! | 360-867-4440

New Messages from the Best Day Team!

As you know, it is important to recognize the signs of depression early. It is more important than ever to ensure the health and well-being of your loved ones.

Signs of depression include:

- Feeling down or sad
- Loss of interest in activities you used to enjoy
- Changes in appetite or weight
- Difficulty sleeping or oversleeping
- Fatigue or loss of energy
- Feelings of hopelessness or worthlessness
- Thoughts of death or suicide

Depression Test

Use this free depression test to help determine if you might be experiencing depression.

I feel nothing
I want to die
I can't stop crying
I feel tired
I feel sad
I can't eat or sleep well
I can't do anything
I feel guilty
I feel lonely
I feel angry
I feel状元
I feel anxious
I feel overwhelmed
I feel helpless
I feel hopeless
I feel suicidal

Call us at 360-867-4440 to schedule an appointment today.

Call us directly at the numbers listed below:

- Charlotte: 984-887-4440
- Ashburn: 360-867-4440
- Greenville: 360-867-4440
- Fuquay-Varina: 360-867-4440
- Raleigh: 360-867-4440
- Fayetteville: 360-867-4440

All ages and most insurance accepted.

www.bestdaypsych.com
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%**!
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
Kymanox
Environmental Branding
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, start-up, shut-down, and regulatory compliance. He has led projects through commercial approval of over a dozen unique drugs, devices, biologicals, and combination products. He has extensive CEP experience in a Pharamco Biogener Technical Project Manager, Quality Manager, Regulatory, Auditing, and Information Technology strategist. He works with novel cancer drugs, including biologics and gene therapies, and next-generation catheterics are notable from a technology transfer perspective. Stephen has led numerous multi-million-dollar capital projects and has contributed to several major facility installations. He has written and presented on the subject of
Vestaron 2023 Annual Meeting
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*

*www.thecemagazine.com
smart people CAN LISTEN and LEARN...
and most importantly ENGAGE
THANK YOU!

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