

# loyalty client testimonials

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**Concentra Solutions, Inc.**  
**Daniel Berman, Chairman**  
**Project: Lead Generation**



"In our engagement with Optimus, they have proven time and time again that they have the resources and tools our organization needs to find and reach out to our target customers. We have worked with Optimus' principals on multiple projects, and their B2B lead generation system is simply a fantastic and cost-effective approach for driving informed prospects for us. They were willing and able to work under pressure in an extremely compressed timeframe and to deliver results to us that have consistently exceeded my expectations. There is a first rate work ethic that's rare to find, and I would highly recommend Optimus to any firm that wants to scale their B2B sales and marketing efforts quickly and efficiently."

**Lifereel, Inc.**  
**Mark Negley, CEO**



**Project: Strategic Planning and Business Development Consulting**

"Lifereel is a business that celebrates and memorializes people's lives and treasured memories. When we decided to launch our business, seek investment funding, and franchise our business nationally, we chose Optimus for strategic planning, market research, investor relations, and business plan development. Optimus has proven to be a huge contributor during our development stage. Being able to source these services from one firm, including our legal strategy, has been a tremendous blessing. Once we're fully operational, our plan is for Optimus to assist in our sales and marketing development as well. This is a team you can count on, when it really matters."

**CIQ, Inc.**  
**Nick Spiridellis, Chairman**



**Project: Lead Generation and Customer Relationship Management**

"CIQ is one of the top companies in the lead generation industry, providing quality lead generation services to countless industries and across many channels. When I first became aware of Optimus' capabilities for marketing and outreach, and the bundle of services and resources they had put together, I knew that this was the kind of company CIQ wanted to work with to develop our new national auto dealer lead generation sales campaign. Optimus has proven to be a knowledgeable, capable, and valued business partner. As CIQ expands its reach within the auto dealer community, we rely on Optimus' skill and expertise at crafting our message and taking it to a national audience."



**A Touch of Class, LLC**  
**Nicole Wilder, President,**

**Project: Business Development Program, Lead Generation, Customer Relationship Management.**

"When we were deciding how to market and sell our wedding consultant program on a national stage, we chose Optimus because of their reputation for being straight-forward, honest, and down-to-earth. With a limited budget, it was important to us that we be mindful of resources, while still generating quality materials and putting forward the most professional image possible. Optimus has delivered at every turn, and we were surprised and impressed at how effective they were able to tailor a comprehensive outreach program that met both our goals and budget. They listened to our needs and approach, then worked hard to develop and implement a winning strategy."



**Blue Hippo Funding**  
**Tony Provenzano, Chief Operating Officer**

**Project: Lead Generation, Customer Incentives and Retention**

"As a fast paced \$200MM sales organization, we need partners and providers we can count on for continued growth. Optimus is helping Blue Hippo with lead generation, consumer incentive and retention programs, and call transfer work to help expand our customer base and grow into new markets. Optimus is a professional, well-run consulting group that offers realistic, thoughtful, and creative solutions. They are full of strong ideas and we are excited about the opportunity to work with them, along with the many vendor, supplier, and partner relationships and influences they bring to the table."



**Young At Art Worldwide, Inc.**  
**Susan Striker, Founder and President**

**Project: Lead Generation, Business Planning, Operations Management**

"As a nationally recognized author and developer of art curricula for young children, I have for years had a dream to expand my business, Young at Art, throughout the country. After meeting with Optimus, learning about their capabilities, and seeing their comprehensive strategic vision for my business, I asked them to be my business development partner. Optimus is coordinating our licensing agreements, national outreach campaign, marketing development, and fulfillment operations. After a long career of doing it on my own, I have found in Optimus creative, passionate, and talented business people that I can work closely with and trust, who have the vision, skill, experience, and drive necessary to take my business to places I never dreamed possible."