



## JOANNE TAN

BRAND STRATEGIST,  
MARKETING ADVISOR,  
CONTENT CREATOR.

### SKILLS

- BUSINESS CONSULTANCY
- BRAND BUILDING
- BRAND DNA™ MAPPING
- MARKET POSITIONING
- BUSINESS PLANNING
- BRAND CONTENT CREATION
- BRAND LOYALTY
- BRAND MANAGEMENT
- PR, ADVERTISING
- BRAND VIDEO PRODUCTION
- PRINTS, DIGITAL MARKETING
- WEBSITE, SEO, PPC,
- VISUALS & SOCIAL MEDIA

### PROFILE

- ★ Law degree.
- ★ Business strategist, coach.
- ★ MBA training in marketing, accounting, insurance, org behavior.
- ★ Award-winning photographer.
- ★ Video Director and Producer.
- ★ Newspaper editor, page designer.



## Strategic Branding & Brand Marketing - profits, culture, legacy

**We Build a BRAND NAME that lifts your bottom line:**

*If you want your company to be more than just financially successful, but an excellent BRAND NAME, we guide you to build a power brand with vision, business planning, strategies, content and time to gain recognition and loyalty. We first establish your brand: "Stand for something."*

*During growth, "brands thrive, businesses just survive." Branding and brand-marketing can increase business volume by 40%. Upon exit, an established brand name will be worth 2-3 times more than a no-name. With a power brand, marketing and sales become easier, efficient and effective. Next, we brand-market your power brand to increase sales and achieve growth: "Walk the talk."*

*We let your brand inspire and empower, and win. Your customers become followers; your employees become believers; your business becomes an influencer.*

**WHY US:** *Joanne Tan is a trusted advisor for established businesses, seasoned professionals, high tech startups, family offices and nonprofits. She is a top branding expert with in-depth experience in business coaching & strategy. She has a law degree and was a professional journalist. Joanne combines analytical skills with visual artistry in branding companies. She founded 10 Plus Brand, a full service branding & brand marketing agency, leading 3 teams to provide services such as content writing, video production, award-winning photography, graphic and website design. 10 Plus Brand also partners with top financial and marketing experts and business advisors.*

*We excel at creating DNA™ foundational content upon brainstorming with business leaders, and getting their brand-messages across verbally & visually with high quality videos & websites. We design & implement marketing campaigns.*

**OUR CLIENTS:** *We have helped industrial mid-market companies, engineering firms, law firms, insurance agencies, CFOs, management consultants & business coaches. We serve industry disruptors & cutting edge startups in areas such as AI, SaaS, cyber security, healthcare, AR/VR, pharmaceuticals, clean tech, energy, automobile, AgTech, etc. We doubled attendance & revenue for a private museum owned by a multi billionaire, with our TV and cinema advertising, PR and marketing campaigns.*

**LOCATIONS:** *Silicon Valley, San Francisco Bay Area, USA, and Globally.*

**WEBSITE:** [HTTPS://10PLUSBRAND.COM/](https://10PLUSBRAND.COM/)

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