



## 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.

## Mentoring Startups to

- GET YOUR MESSAGE  
ACROSS
- BUILD POWER-BRANDS
- BRAND-MARKET



**10 Plus Brand**<sup>®</sup>  
Top Line Lifts Bottom Line.

Get your message across to your **TARGET AUDIENCE**:

- **To Investors:** Write your pitch deck & executive summary after brainstorming with the founder/CEO about business strategies, go-to market & content. Direct & deliver impactful presentations. Facilitate communications for fund-raising.
- **To Customers:** Message your unique value propositions as "music" to THEIR ears.
- **To Employees:** Create culture, unify teams with words & visuals to inspire & empower.

**BRANDING:** If you want your company to be more than just financially successful, but an excellent BRAND NAME, build a power brand EARLY. Power brands are built with vision, strategies, content and time to gain recognition and loyalty. **We first build your brand: "Stand for something,"** so that the **"Top Line Lifts Bottom Line."**

Upon exit in about 5 years, an established brand name will be worth 2-3 times more than a no-name. During growth, "brands thrive, businesses just survive." Branding and brand-marketing can increase business volume by 40%. With a power brand, marketing and sales become easier, efficient and effective. **Next, we guide you to increase your sales and achieve hyper growth with brand marketing: "Walk the talk."**

**WHY US:** Joanne Tan is a trusted advisor for high tech startups, established businesses, seasoned professionals, 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 organizations & professionals. 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.

**OUR CLIENTS:** Industry disruptors & cutting edge startups in areas such as AI, SaaS, cyber security, healthcare, AR/VR, pharmaceuticals, clean tech, energy, automobile, AgTech, blockchain, etc. We have helped industrial mid-market companies, engineering firms, law firms, insurance agencies, CFOs, management consultants & business coaches.

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

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