

## Beacon and Associates

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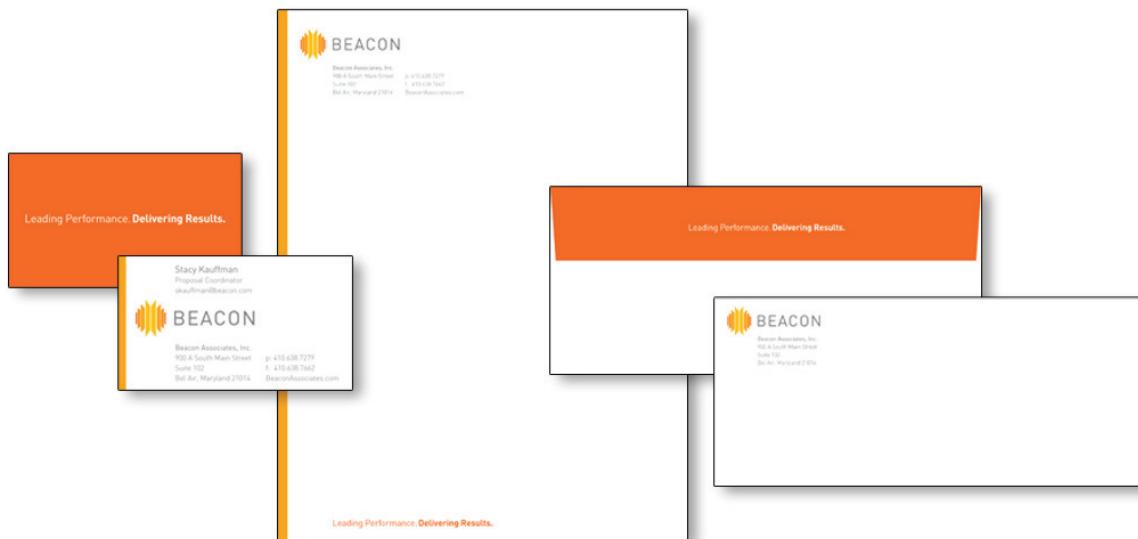
**Situation** In 2011, Beacon and Associates was a woman owned, small business providing business consulting for both the federal government and major corporations. Beacon helps their clients develop systems to maximize efficiencies, manage day-to-day administrative duties, and trains employees to maximize their performance. Beacon counted among its clients members of the Global 500 and two thirds of the roster of Federal Cabinet Agencies, including 25 sub-agencies and offices.

Beacon contacted Channel Communications as its rapid growth was propelling it from being an 8(a) small business to a substantial and successful government and commercial contractor providing human capital, program support, and consulting services. Company leadership wanted to re-energize their overall brand presentation and the company's website in particular to reflect their growing stature and to support their ongoing marketing efforts.

**Solution** To inform the creative process and better understand the company, Channel conducted a discovery exercise that included interviews with federal and commercial customers as well as a complete marketing communications audit that included a review of competitive activity. Along with creating a new logo, Channel created templates for all of Beacon's commonly used documents. The structure of the company's website was then revamped and given a fresh new look.

**Results** Today the company still describes itself as being in the "hyper-growth" mode it was when Channel was engaged to put a face on their communications that reflected Beacon's dynamic character.

- o logo
- o stationery suite
- o brochure



**PUTTING PEOPLE AT THE CENTER OF WINNING SOLUTIONS.**

**OUR VISION**

Be an indispensable and valuable partner of choice by combining our thought leadership, exceptional deep experience to deliver winning solutions.

We attract the best people by providing the opportunity to realize your full potential. Beacon is a place great place to work. We develop leaders. We entrepreneurial environment where everyone and ideas are encouraged. All are inspired to

We extend our expertise and resources through partners, suppliers and associates to further enhance winning solutions to our clients.

**EXECUTIVE SUMMARY**

Beacon has come a company of leaders that puts people at the center of winning solutions. Our extensive Headquarters is located in Bel Air, Maryland with a smaller office in the Washington, D.C. area. We have over 100 employees with offices in the U.S., Canada, and Australia. Our clients include Fortune 500 companies, government agencies, and non-profits. Our services range from executive search, consulting, and other services.

**THE PEOPLE**

**David Kaufman**  
President/CEO Executive Officer  
dkaufman@beacon.com

**Profile**

David Kaufman founded Beacon Associates, Inc. in 2002, bringing his depth understanding of management and human capital as a platform from which to organize an award-winning company. His first Beacon team had the belief in 2002, that there was a need for a better way to conduct executive search. The company has won numerous prestigious awards including Best Executive Search Firms of the Year Award for the Maryland region for having created the 175+ fastest growing revenue

**Track Record**

As President and Founder of Beacon Associates, Inc., Mr. Kaufman grew his company to a \$20MM company within 5 years, all rapidly. Beacon grew from 1 employee to 190 during that period of time.

**Qualifications**

• Strong leader and expert in jump starting and nurturing growth.

**Skills**

• Strong player with outstanding track record in defining goals and objectives. Excellent process for tracking and accountability.

**Ability to attract and retain top talent:** 75% of our current executive team has been together for seven years.

**Ability to develop people across culture:**

**Ability to build a strong connection to executive excellence with outstanding customer service ratings:**

