

BRANDED CONTENT
NOVEMBER 1, 2021



LOS ANGELES BUSINESS JOURNAL
**INTERNATIONAL
BUSINESS**
FORUM & AWARDS
2021

HONOREES & FINALISTS

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Letter from the Publisher



Through good times and bad, it had become abundantly clear in the last several years that thanks to technological innovation and international relations, the world is getting smaller and smaller. International trade has in some ways become more complex, it is more essential than it has ever been to our economy and the economies around the world.

In order for Los Angeles and the US at large to maintain a growing economy or lift the wages and incomes of Angelenos and Americans, it's critical that we maintain a reach beyond our national borders to sell products, produce and services to the 95% of the planet's population that lives outside the United States.

The US Chamber reported earlier this year that 40 million American jobs depend on trade, which is so integral to the many sectors of our economy.

The Los Angeles Business Journal was proud to conduct its first annual International Business Forum & CFO Awards as a free virtual event on October 27th. We brought together and celebrated the global business community and those outstanding corporate stewards who are leading the way in international trade, investment, technology, and innovation.

The live virtual event also included an insightful panel conversation with market leaders sharing their expertise on the critical role that the international business community plays in our economy, followed by the awards presentation of this year's honorees.

The panel and the award honorees and finalists are all described in these pages. We hope you find the information as inspiring and informative as we do.

Best regards,

A stylized, handwritten signature in black ink, likely belonging to Josh Schimmels.

Josh Schimmels
Publisher & CEO

Congratulations

Prager Metis, and to all the finalists of this year's
2021 International Business Forum and Awards.

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2021 Los Angeles Business Journal International Business Forum & Awards

THE LOS ANGELES BUSINESS JOURNAL PROUDLY HOSTED THE FIRST ANNUAL INTERNATIONAL BUSINESS FORUM & AWARDS as a free virtual event on October 27th from 2:00 pm to 3:30 pm.

Before launching into the virtual awards ceremony, the event brought together a diverse group of elite international business insiders and experts for a panel discussion about the ways companies can grow internationally, including insights on how, when and where to expand overseas, success stories, and how to navigate international expansion.



Stephen Cheung
*President, World Trade Center Los Angeles, and
COO & EVP, Los Angeles County Economic Development
Corporation (LAEDC)*

“The business community here is forward looking and innovative. We are not tied to doing things the same way as before which is the community’s greatest strength.”



Debra J. Lodge
*Managing Director,
Head of Corporate International Solutions
HSBC Bank*

“Los Angeles is at the forefront of innovation across so many industries. And with the world opening up post-pandemic, we are seeing an increasing trend of corporates expanding their operations overseas.”



Atul Sapra
*Principal, International Tax Services, India Desk
RSM*

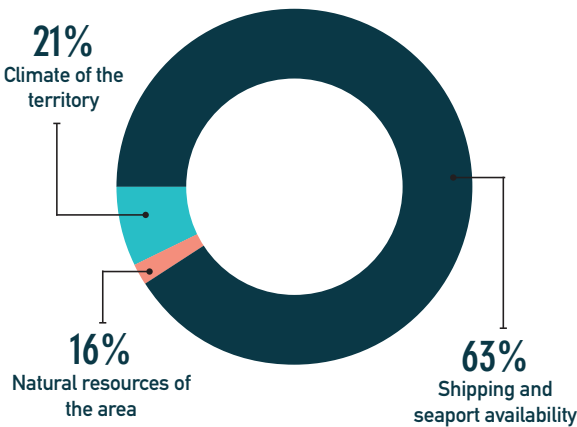
“As Los Angeles is looking towards economic recovery from the devastating impact of the pandemic, Foreign Direct Investment (FDI) and international trade could bring good jobs to the region and will become an integral part of our recovery process.”



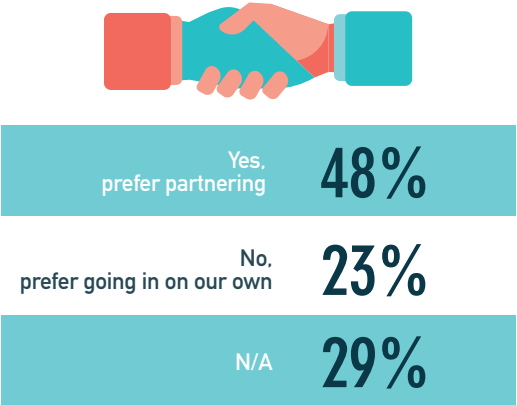
Chirag Shah
*Chief Financial Officer
Cornerstone*

“With the increasingly global nature of today’s world, many businesses in Los Angeles can and should pursue international markets to make the most of their opportunity statement. To be successful at this endeavor, however, finding the right balance between globalization and localization is critical.”

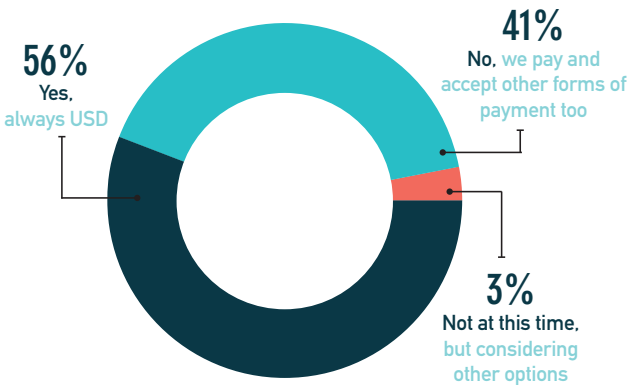
WHAT ASPECTS OF GEOGRAPHIES DO YOU CONSIDER ABOUT LOCATION?



DO YOU PREFER PARTNERING WHEN YOU EXPAND INTO A NEW MARKET?



DOES YOUR BUSINESS ALWAYS PAY/RECEIVE IN USD OR DO YOU HAVE ALTERNATIVE PAYMENT METHODS?



*Results from our live webinar poll

To view highlights from the virtual event, visit labusinessjournal.com/IntBusinessAwards



2021 HONOREES



PUBLIC COMPANY OF THE YEAR

BEYOND MEAT

Founded in 2009, Beyond Meat has pioneered plant-based meat that looks, cooks and tastes like its animal counterpart while being better for people and the planet. We believe that through small, everyday choices – like shifting to plant-based meat – everyone has the ability to make a significant impact on some of the most pressing issues our world faces today: human health, climate change, constraints on our natural resources and animal welfare.

Beyond Meat’s products are available in 119,000 retail and foodservice outlets in over 80 countries, and we are the #1 ranked brand in the refrigerated plant-based meat category in retail (SPINS) and the #1 manufacturer in the foodservice category (NPD). The company’s revolutionary plant-based offerings across the beef, pork and chicken platform are at the forefront of a growing global movement towards plant-based meat. It is also increasing accessibility to more diverse protein options through partnerships with ubiquitous, widely recognized restaurant chains like McDonald’s, Pizza Hut, KFC, Starbucks and more.

Social impact is inherently embedded in all of our products. Our original Beyond Burger has 99% less impact on water scarcity, 93% less impact on land use, required 46% less energy and generated 90% fewer greenhouse gas emissions when compared to producing a ¼ lb. standard 80/20 beef burger.

With animal agriculture being a major contributor of global greenhouse gas emissions, everyday individual choices can result in large-scale change helping us to ultimately reduce greenhouse gas emissions and preserve our natural resources. Beyond Meat aims to make it as easy – and enjoyable – as possible to make a more sustainable choice, no sacrifice required.



PRIVATE COMPANY - ENTERPRISE BUSINESS OF THE YEAR

SCOPELY

Scopely is one of the fastest growing independent mobile games companies today and is one of the largest private games enterprises in Los Angeles. The highly profitable, billion-dollar+ interactive entertainment leader now has more than 1,000 employees across the globe.

Scopely’s success is driven by its top-grossing, award-winning games franchises that evolve with players over time. The broad portfolio of games – one of the most diversified in the industry – spans genres and includes some of the world’s most beloved entertainment brands, from casual social play, like Yahtzee With Buddies and Scrabble GO, to RPGs like MARVEL Strike Force and strategy MMOs like Star Trek – Fleet Command. The company also has several new games in-development, based on well-known IP and original titles.

Scopely’s proprietary technology platform Playgami underpins every game within its portfolio, delivering personalized, highly social experiences. Playgami attracts a deeply engaged player base – 99% of Scopely in-app purchase revenues come from repeat customers – which is just one of the many reasons the company more than doubled its annual revenue in 2020.

To meet the growing demand for its games, Scopely has continued to expand both locally and internationally. In the past year alone, Scopely more than doubled its footprint in Los Angeles, expanding its US presence based in LA and Boulder. The company also opened new outposts across Asia, establishing a presence in Seoul, Shanghai, and Singapore to complement its existing office in Tokyo. Similarly, Scopely has rapidly scaled its footprint in Europe, with more than 500 EMEA-based employees now working in Barcelona, Dublin, London and Seville.



2021 HONOREES



PRIVATE COMPANY - MEDIUM-SIZED BUSINESS OF THE YEAR

GUMGUM

GumGum is disrupting the global digital advertising industry with its sophisticated and accredited contextual intelligence solution. As third-party cookies are quickly being phased out, marketers are looking for new, privacy-friendly ways to get brand messages in the right places. Similarly, publishers are in urgent need of avenues to monetize their content without compromising personal data.

GumGum is the leader in contextual intelligence offering the industry the first accredited contextual technology for content-level contextual analysis, brand safety and suitability. This accreditation is not only a huge accomplishment for GumGum but is an important milestone for the industry in establishing transparency as to what advertisers and publishers should expect from a contextual provider. This is critical as the industry moves towards a cookieless future and adapts to growing data privacy regulations.

In April of this year, GumGum secured a \$75 million dollar investment from Goldman Sachs Growth that signaled confidence in GumGum and its technology but in contextual being the future of digital advertising.

One of GumGum's primary goals this year was to focus on global expansion and to become the global leader for contextual in the digital advertising industry. In August, GumGum acquired JustPremium, one of the largest rich media and video ad marketplaces in Europe. By joining forces with JustPremium, GumGum expanded into eight new markets including Germany, France, Spain, Netherlands, Belgium, Sweden, Denmark, and Mexico in addition to the U.K. and Japan which GumGum has had a presence in for years. Over the course of 2022, GumGum will focus on bringing the best contextual solution to these international markets and its expand its presence globally.



PRIVATE COMPANY - EMERGING BUSINESS OF THE YEAR

BEYOND LIMITS

Beyond Limits optimizes operations, boosts efficiency, increases productivity, and improves decision-making by accelerating digital innovation at enterprise-scale for demanding industries with proven AI software solutions that affirm human trust in software-driven decisions.

Beyond Limits' scalable software products, powered by our award-winning Cognitive AI technology, solve the problems that matter most to organizations by utilizing a powerful hybrid AI approach, combining machine learning techniques with embedded human knowledge to deliver clear recommendations that mitigate risk and increase profitability.

Founded in 2014, Beyond Limits leverages a significant investment portfolio of advanced technology developed at Caltech's Jet Propulsion Laboratory for NASA space missions. Beyond Limits is driving AI innovation forward in many areas, the primary being supporting our customer NetZero goals, responsible AI practices, and closing the knowledge gap for high-value, specialized industries.

Beyond Limits is working with BP to achieve their NetZero 2050 goals by deploying AI software solutions at their US-based large-scale assets and facilities, helping them to make their operations more efficient, connected, and sustainable. Our AI software provides holistic visibility across systems to optimize operations, improve operator decision-making, and ensure economical utilization of resources.

Beyond Limits' AI software is always built transparently and responsibly with a diverse team of engineers consisting of 36% minority and 27% female employees. Trust, accessibility, accountability, and diversity are essential to our company and the building/deploying of our AI technology.



2021 HONOREES



RSM INTERNATIONAL TECH COMPANY OF THE YEAR

INVESTCLOUD

Headquartered in Los Angeles with a global presence, InvestCloud develops first-class, financial digital solutions, pre-integrated into the cloud. By empowering investors and managers with a single version of the integrated truth through its unique digital platform, InvestCloud creates beautifully designed client experiences and intuitive operations solutions using an ever-expanding library of digital modular apps. The result? Powerful products for individual investors and institutions alike, assembled on-demand to meet clients’ specific needs.

Today the InvestCloud platform supports some of the largest banks in the world with substantial assets. Its clients manage over \$6 trillion in AUM, and including seven of the top 10 broker-dealers, nine of the top 12 asset managers, alongside and hundreds of wealth managers and advisers worldwide.

Clients and analysts have recognized InvestCloud as the leading provider of trusted technology to the worldwide financial industry. Applying deep sector knowledge, we empower wealth managers, insurers and banks to digitally and intelligently engage with customers and provide insightful and compliant advice. By injecting artificial intelligence into a comprehensive yet modular, API-first platform, our proven technology enables holistic customer intelligence, sales and servicing productivity and individualized omni-device experience.

InvestCloud allows managers to create entirely unique experiences for each client, which continuously evolves to fit investor needs. It allows wealth managers to get a whole view of their clients – instantaneously and at scale – providing unparalleled service that is involved, intuitive, and individualized.

This is implemented via InvestCloud’s patented Programs Writing Programs (PWP) technology, which allows one business analyst or designer to do the work of more than 50 programmers.



GLOBAL TRADE LEADER OF THE YEAR

TRADE CONNECT AT THE PORT OF LOS ANGELES

Trade Connect is the Port of Los Angeles’ award-winning educational trade outreach program connecting U.S. businesses with overseas trade opportunities, particularly exports. The program’s innovative seminars include introductory courses on the basics of commercial transactions, foreign markets, financing, documentation and logistics, to advanced seminars on international demand for specific products and emerging global consumer markets.

This free service has helped transform California businesses into successful exporters of products and services around the globe. They have successfully exported to Asia, Middle East, Europe, Latina America and Africa.

During the pandemic, the program continued to educate business offering the workshops on a virtual platform.

The Port of Los Angeles is the only Port to offer this unique program.



2021 HONOREES



HSBC SUSTAINABLE COMPANY OF THE YEAR

CHG-MERIDIAN USA CORP

Sustainability has been at the core of CHG-MERIDIAN's business for more than 40 years. The company offers equipment leasing with subsequent refurbishment in line with the principles of the resource-efficient circular economy. Sustainability is an ongoing process for CHG-MERIDIAN, and it is continually expanding its commitment in this area. In this context, company leadership understands sustainability as the intersection of the three dimensions of economy, ecology and society. A holistic view of all three sustainability dimensions is essential for CHG-MERIDIAN to operate successfully in the long term.

With this in mind, the company launched its first ever green financing solution, carbonZERO. This new option has been introduced in 27 countries – and will enable companies to make carbon-neutral IT investments by offsetting the carbon emissions that are generated during the production, transportation, use, and end-of-lease phase of IT assets. CHG-MERIDIAN is thus enabling its customers to make a core aspect of their IT infrastructure more sustainable.

To promote sustainability throughout the company and embed it effectively, CHG-MERIDIAN developed a sustainability strategy and created a sustainability governance structure in 2020 that includes the role of group sustainability officer (GSO). The sustainability strategy is based on the goals of the corporate strategy and contains key company-specific action areas: Strategy and Governance, Circular Economy and Climate Protection, Great Work and Shared Values, and Community Engagement.

REGISTER TO ATTEND

LOS ANGELES BUSINESS JOURNAL LEADERS in Law

The *Los Angeles Business Journal* will honor the accomplishments and significant role that **In-House Counsel** plays in the success of a business enterprise and recognizes the achievements of leading **Attorneys** and firms within the Los Angeles business community.



FREE LIVE VIRTUAL EVENT
Wednesday, November 17
2:00 - 3:30PM

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Hueston Hennigan LLP
Miller Kaplan

To register to attend, please visit labusinessjournal.com/lil2021



INTERNATIONAL BUSINESS ADVOCATE OF THE YEAR

SIDLEY AUSTIN LLP

Sidley Austin is one of the largest law firms in Los Angeles with offices in Century City and Downtown Los Angeles. The firm’s LA lawyers advise clients on international issues in conjunction with lawyers located in Sidley’s four offices in Europe and its six offices in the Asia/Pacific region. Few U.S.-based law firms have a stronger international reach than Sidley.

Century City-based partner Josh Hofheimer’s achievements illustrate the international scope of Sidley’s LA practice. Hofheimer combines two decades of corporate, commercial, and technology law practice with the experience of having run an Australian public company to bring his clients focused, practical counsel to help them grow their business in the United States and throughout the world. His practice focuses on representing clients in the life sciences, agribusiness and food, and information technology sectors. Hofheimer’s work spans a broad array of technology, intellectual property and commercial transactions ranging from agricultural technology to medical devices, biotechnology and pharmaceuticals, software, internet and new media transactions and includes developing and implementing business strategies for commercialization of multiple intellectual property platforms.

In the past 12 months, Hofheimer has successfully completed numerous cross-border deals. For example, he recently represented Sound Agriculture in the formation of its strategic partnership with Syngenta to explore opportunities to decrease nitrogen fertilizer use in China while maintaining on-farm productivity utilizing Sound Agriculture’s flagship product SOURCE. He also represented Radiology Partners, the leading radiology practice in the U.S., in the formation of a strategic alliance with Israel-based Aidoc, a provider of artificial intelligence (AI) solutions for medical imaging, to offer unparalleled AI capabilities to its hospitals and health systems, and to accelerate the adoption of AI as the standard of care in radiology.

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2021 HONOREES

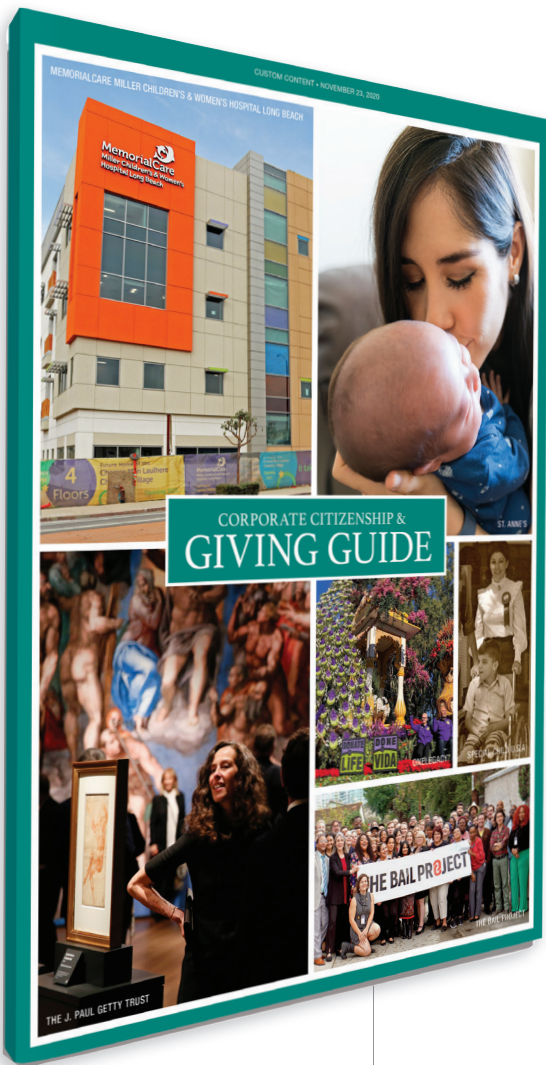


INTERNATIONAL SUBSIDIARY OF THE YEAR

RSG GROUP NORTH AMERICA, LP

Founded in 1997 by Rainer Schaller, RSG Group’s broad and future-oriented portfolio comprises of nearly 20 innovative brands which spans across gyms, sports nutrition, lifestyle offerings and digital services, touching on every aspect of the lives of their more than 6.4 million customers. With a renewed emphasis on health and a determined focus on sustainability, RSG Group is the global leader continuously transforming the fitness industry. RSG Group’s, company-owned, fitness roster includes powerhouse labels such as American heritage brand, Gold’s Gym, their original, accessible fitness chain, McFit, the John Reed family whose focus is on music, fitness, design and community and, Cyberobics, where streaming live classes train millions in studio, at home or on the go. Additionally, RSG Group has equity stakes with various dynamic partners outside or parallel to fitness such as fashion label, Marcell Von Berlin, street artist duo, Ron Miller, VIP gym concept, Sergio Ramos by John Reed, custom fitness equipment, gym80, and digital training assistant, Hero. Around the globe, the RSG Group brings people together to move their bodies by delivering fitness solutions for everyone.

Specifically to Los Angeles, founder Rainer Schaller made the decision in 2019 to expand the organization’s footprint to North America, establishing the city as the base of operations for these efforts. Now with 64 employees, 2021 has proven to be a pivotal year. While the global pandemic was tough for a lot of gym operators, RSG Group saw tremendous opportunity with its unique brand offerings to consumers.



LOS ANGELES BUSINESS JOURNAL

CORPORATE CITIZENSHIP & GIVING GUIDE

The **Los Angeles Business Journal’s** annual **Corporate Citizenship & Giving Guide** is an opportunity to highlight your organization as an outstanding leader in giving back to the community.

Profile your philanthropic engagement, your employees’ volunteerism, your company’s financial contributions and pro bono work.

Your company can also support a nonprofit by underwriting a profile for them.

Publication Date: **Nov. 22, 2021**

For more information and pricing, please contact your account manager at **323.549.5225**



COMMUNITY INVESTMENT CHAMPION OF THE YEAR

EAST WEST BANK

In 1973, East West Bank opened for business in the heart of Los Angeles’ Chinatown, becoming the first federally chartered savings institution focused on serving the financial needs of Asian Americans and Pacific Islanders. The Bank is now one of the 30 largest publicly traded commercial banks in the U.S. and the largest certified minority depository institution (MDI) in the continental U.S. They were able to accomplish this by starting true to their legacy of supporting and uplifting underserved communities.

Two examples of the East West Bank’s recent impact include:

- In 2020, East West Bank associates worked tirelessly to support their customers through the Paycheck Protection Program (PPP) loans application process, which helped to minimize the pandemic’s socioeconomic impacts. They funded \$1.8 billion in PPP loans for 7,400 small business and nonprofit customers, saving nearly 180,000 jobs.
- Over the last two years, East West Bank increased its community investment and contributed more than \$6.3 million to organizations supporting communities greatly impacted by the pandemic and racial injustice, such as Voto Latino Foundation’s Immigrant Neighbor Fund, Stop AAPI Hate, Asian American Advancing Justice, Center for Asian Americans for Self-Empowerment, to name a few.



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4D SUCCESS



2021 FINALISTS



4D MARKETING & BUSINESS SOLUTIONS FIRM CORP.

4D Marketing & Business Solutions Firm Corp. offers a variety of business services. It is a “one stop business shop” for a multitude of business needs. Its professional alignment of authority of services, products, expertise and universal scope provides its customers with quality, results and worldwide experiences. 4D has fast become a global leader in supporting its customers in marketing, business services, insurance services, group health benefits, medicare services, domains, marketing agency, websites, legal services, wealth and financial management and privacy protection.

The company was started in 2007 and has grown substantially worldwide. The team's passion for helping its customers to create, maintain and grow their business is key to the 4D business model. 4D is a marketing consulting company that provides services to help empower individuals and companies to thrive using their highest potential.



ABACUS WEALTH

Abacus Wealth, headquartered in Santa Monica, is a \$3.7 billion AUM registered investment advisor with more than 50 advisors serving 32 states. More importantly, Abacus is a Certified B (Beneficial) Corporation, meeting the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. The company is helping to accelerate a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

For more than a decade, Abacus has been a leading investor in private companies focused on financial and social results. The firm was one of the first SEC registered investment advisors to make equity investments in microfinance institutions that make very small loans to impoverished but ambitious micro-entrepreneurs. Abacus has helped millions of people fund businesses to help alleviate the poverty they and their families have lived in for generations.



THE AGENCY

The Agency, a real estate brokerage headquartered in Beverly Hills, was founded in 2011, and in just under a decade, it has rapidly expanded with over 41 offices in the US, Canada, Caribbean, and Mexico. The Agency was founded on a core philosophy of collaboration and its deeply rooted culture is key to The Agency's success. To date, The Agency has sold more than \$25 billion of real estate with further business milestones and expansion on the horizon.

The Agency is recognized as a true leader in the luxury real estate industry and continues to grow its reach across the globe in international locations that include Alberta, Baja California, British Columbia, Calgary, The Caribbean, Ontario, Riviera Maya, Riviera Nayarit, Toronto, with Europe and further expansion in Canada, Mexico and the Caribbean on the horizon. Additionally, The Agency assists international developers in all aspects of a development lifecycle via The Agency Development Group.



ART LEWIN BESPOKE

Since 1989, Art Lewin Bespoke has catered to the world's most prominent names in business as well as some of the most famous stars in Hollywood. The company plans, coordinates, and maintains its customers' wardrobes so that they you are perfectly attired for any occasion. Art Lewin Bespoke is Southern California's most trusted custom clothiers because of its own in-house, impeccable and highly reliable bespoke tailors.

All Art Lewin Bespoke suits are hand-made in the company's shop in order to maintain the highest quality. When customers want custom-tailored garments, they want it to be well-made and to have its own individuality. All of our Art Lewin's custom suits are hand cut and handmade, right down to the boutonniere and coat button holes, by the company's own skilled tailors. Other than reinforcing the seams (which requires tight machine stitching), the suits are completely created by hand.



BANTUFEST

A 501(c)3 nonprofit organization, BantuFest has globally promoted cultures through creative and performing arts, recorded a Freedom anthem song to unite people, has initiated the Princess Nakabiri Women & Children Hospital in East Africa where many women die while giving birth, and other initiatives to support those in need around the world. Bantufest held its annual cultural events regardless of the challenges during the COVID-19 period.

BantuFest's mission is to cultivate a society of acceptance, growth and development brought about by kindness and the unity born from it. The organization believes in the power of lending a hand – because changing a world often starts with changing a life. This is the world the founders hope to achieve as the BantuFest Organization, one smile at a time.



BELLASONIC

The Bellasonic Advanced Nail Grooming System is a four-in-one, rechargeable, electric nail file with a patented oscillating head and four multi-purpose discs for shaping, smoothing, buffing, and shining. Everything one needs for healthy-looking, gorgeous nails is included in the kit.

Bellasonic is a solutions-based concept. It may feel close to impossible to get the perfect at-home mani because most have a dominant hand. Or maybe there are dexterity issues such as arthritis. The patented oscillating motion discs move back and forth to reduce friction, heat and damage compared to traditional rotary files that spin rapidly in one direction. The nail wand was designed with comfort in mind and to offer maximum mobility. It's like having a pro in the palm of your hand – anywhere in the world.



CADENCE TRANSLATE

Cadence Translate has its global HQ in Los Angeles and, by definition, every one of its clients is focused on international business. The company mission statement is “Empower the world to talk business, anywhere.”

Cadence delivers on that mission by being a language services company exclusively focused on the investment and consulting industries. LA-based capital markets firms such as Capital Group use Cadence as part of their due diligence when investing abroad. Overseas PE firms and hedge funds use Cadence when investing in LA-area public companies. Cadence hires locally and also hires international students. The company is also focused on doing pro-bono work. When anti-Asian & Pacific Islander sentiment increased earlier this year, Cadence immediately offered its services free of charge to the Chinese Chamber of Commerce in LA, who utilized Cadence's services to help the LAPD distribute pamphlets on reporting hate crimes.



CALIFORNIA FASHION ASSOCIATION

The global apparel industry emphatically contributes to world trade in many ways. The “cultural exports” from the Los Angeles region are embraced throughout the world, yet the dollar value of style cannot be counted as an export to be shipped in containers. At the same time, it should be noted that more than 80% of the approximately \$36 billion dollars of wholesale product shipped from California is sourced globally.

Since its inception in 1995, the CFA has worked with dozens of international groups, including Consulates and trade corporations to facilitate sourcing opportunities and relationships. The mission of the California Fashion Association is to help prepare global industry groups for the vast changes taking place in the U.S. retail environment. As the fashion industry liaison, the CFA connects international groups to industry events and helps to develop strategic relationships where needed.



CUSHMAN & WAKEFIELD

As one of the largest real estate services firms, Cushman & Wakefield is committed to making a meaningful impact for its people, clients, shareholders, vendors and supplier, communities and world around us. Cushman & Wakefield’s Corporate Social Responsibility (CSR) Report outlines its progress and efforts across key areas of ESG. Some of the 2020 CSR highlights include the facts that Cushman & Wakefield committed \$5 million to support employees impacted by COVID-19, with more than 5,000 grants distributed in over 20 countries as of June 2021 through the firm’s Global Employee Assistance Fund. It also produced more than 2,800 research reports and insights, including thought leadership on COVID-19 recovery readiness. Cushman & Wakefield also welcomed its first chief diversity, equity & inclusion officer, Nadine Augusta; and as of this writing, 92% of its employees have completed Global Code of Business Conduct training.



THE DEAL TEAM

The Deal Team provides management teams with a full-time consultant who is entirely focused on transaction execution, backed up by the bench depth and collaboration of The Deal Team’s entire team. The process includes The Deal Team working in-house to oversee key deliverables and act as an informed conduit to streamline communications. Clients get hands-on, round the clock support to de-risk execution of their deals and give them back their time. Each consultant provided to customers by The Deal Team helps customer organizations prepare earlier on. This ensures stakeholder alignment on key transaction messages and post-transaction goals, and mitigates the risk of surprises further down the line. The Deal Team helps set up the internal infrastructure and processes required not only for the deal but also for post-closing delivery, so clients are set up for success even after the transaction closes.



DISQO

DISQO was founded on the belief that sustainable growth is achieved through a transparent, measurable exchange. Implemented throughout the entire organization, leaders, collaborators, and colleagues believe in clearly communicating ideas, in order to iterate faster and more confidently. The co-founders’ unwavering commitment to unparalleled data quality and first-party relationships with consumers has allowed them to build the industry’s first identity-based behavioral ad measurement solution. Companies are now able to gain insight into the entire digital path to purchase, closing the gap between consumer attitudes and behaviors and measuring true brand lift. As DISQO continues to grow its toolkit of solutions, offering wider access to its first-party platform and behavioral capabilities, it holds its values close. The organization is inspired by its vision to build a world where businesses value people for expressing their individuality and points of view.



ELEVATE DIAMOND STRATEGY

Michelle Diamond of Elevate Diamond Strategy has helped 65 companies at all growth stages ranging from startup, early/growth stage, small to middle market, private equity/venture capital, to Fortune 50 in more than 31 industries grow and expand faster and more profitably than they could on their own. Elevate Diamond Strategy develops and executes holistic strategies and plans and advises CEOs, business owners, entrepreneurs, and executives, when they need a ‘second set of eyes’ and an unbiased solution to win against competitors, solve their growth problems, and achieve their growth goals. Regardless of the size of each client’s global footprint, Elevate begins with the end in mind, is results-oriented, and has a “get it done” mentality.



ERAVANT

Eravant is an award-winning engineering firm known for changing the millimeter-wave components market through standardization and borrowed practices of scale. Heavy investment in product development continues to deliver first-to-market designs that enable customers working across all millimeter-wave applications. With one of the broadest product offerings in the industry, Eravant designs and manufactures active and passive components from 18-330 GHz for commercial, test, and military applications. As an organization with engineering at its center, Eravant invests heavily in R&D of new technology that is practical and elegant. Engineers use the latest tools and resources to create custom and novel solutions at an unmatched commercial pace. The Uni-Guide, Proxi-Flange and Wave-Glide Rail System are trademarked and patent-pending innovations that will revolutionize the RF industry. Eravant is woman-owned, U.S.-owned, and ITAR-registered.



GARCOA, INC.

For over 30 years, Garcoa Laboratories has been providing exceptional personal care products that reflect the company’s continued commitment to quality, value and service. These core values have earned Garcoa a reputation as an industry leader, whose specialty is to create programs that are trending and exclusive. At Garcoa’s state-of-the-art facilities, located in the U.S. and Canada, the company brings to market products that combine the power of nature’s most unique gifts with the latest advances in science and technology. Garcoa’s team scouts the world in search of the most cutting edge ingredients. International in scope, Garcoa owns and operates a facility in Brampton, Ontario, Canada. It also engages in a significant amount of business outside of the United States. The organization has built a robust supply chain that leverages suppliers all throughout the world. Garcoa also actively sells to retailers and brands located throughout the world.



GOLDEN STAR TECHNOLOGY INC.

Golden Star Technology (GST) is a woman-owned business that helps its clients stay ahead of the technology curve, connecting them to advanced end-to-end IT and AV solutions and services tailored to meet their needs. GST’s global expertise inspires confidence and creates lasting relationships. Founded in 1985, GST has grown by offering the widest breadth of products, custom-tailored solutions, and exceptional customer service across industry-leading and visionary technologies. As a leading technology integrator, GST works with key industry manufacturers to provide customers with comprehensive and creative solutions that include the latest technologies, products, and design methodologies. For over 36 years, GST has continued to expand its business operations across the US and in 28 countries. GST has a branch office in Taipei, Taiwan and is in the process of establishing a local office in Bangalore, India.



GREEN GORILLA

Malibu-lifestyle brand, Green Gorilla is dedicated to making a difference in people’s lives every day. In all aspects, Green Gorilla is a true, organic wellness brand, concerned with the environment as much as individual health. The brand employs eco-friendly agricultural practices that contribute to the biodiversity of the (once-barren) land they operate on, as well as regenerative growing techniques that protect the environment, public health, local communities, and animal welfare. Sustainability is key – Green Gorilla conserves water by using a natural aquifer with holding ponds and utilizing nutrient-rich organic soil that retains rainfall, reducing the need to water the plants manually. Green Gorilla takes the “green” in its name seriously as well. Their farms have helped foster a sustainable ecosystem, and they remain committed to delivering on their promise to be a positive force for environmental change on a global level.



2021 FINALISTS



HIRECLOUT

HIRECLOUT takes pride in providing great opportunities for candidates and clients, as well as communities. The organization has hired many whom it considers to be “some of the smartest people in the world,” providing them with higher wages, a career path and opportunities for non-stop learning. What began as a small experiment became a flourishing international team and an integral part of the company. The international team is comprised of teammates in Armenia, India, and Colombia and they bring their enthusiasm and fresh perspectives to the company’s culture and business strategies. As HIRECLOUT continues to scale, there are plans to boost the teams, both internationally and stateside. Employees have great benefits and work-from-home options which are crucial during the challenges of the COVID pandemic. HIRECLOUT values community improvement initiatives such as Adopt-a-Village, Armenia, with more projects on the horizon.



LEVINE LEICHTMAN CAPITAL PARTNERS

Levine Leichtman Capital Partners (LLCP) is an established middle market private equity firm with nearly four decades of successful U.S. and European Structured Private Equity investing. The firm has a global presence with additional offices in New York, Chicago, Charlotte and Miami in the U.S. and London, The Hague and Stockholm in Europe. The team currently consists of 76 employees, including 41 dedicated investment professionals.

Originally founded in Beverly Hills nearly 40 years ago, LLCP has grown significantly in almost four decades and totals 75 professional today, with its headquarters and majority of its employees here in Los Angeles. LLCP has invested in many Los Angeles and California based private, entrepreneurially-led companies, providing capital and strategic guidance to help these companies grow. LLCP is also grateful for the support of its global limited partners, many of whom are also LA-based.



MINTIE LLC

MINTIE LLC is a third generation, Los Angeles County based company that has been doing business since 1940. MINTIE has created thousands of LAC based jobs via developing the Environmental Containment Unit (ECU4) and other innovated healthcare related products.

Currently over 1500 of the MINTIE ECU4 units have deployed in Japan, since January 2021, to provide temporary airborne isolation support, in over 400 healthcare facilities, as part of Japan’s effort to control the spread of COVID. The MINTIE ECU4 units also played a critical role, during the Tokyo Summer Olympics, supporting 20 Olympic designated healthcare facilities with additional airborne isolation capabilities. MINTIE currently works with distribution channels, in addition to Japan, in South Korea, Canada, Australia, United Kingdom and other countries. In the USA, MINTIE products are utilized in all 50 states.



MODIHEALTH

ModiHealth is a health company with proprietary technology that increases positive outcomes and the quality of users’ health and wellbeing. The ModiHealth virtual platform connects users seeking holistic care with providers who understand the importance of prevention and treatment. Additionally, ModiHealth’s delivery models and content within the ModiHealth whole person concierge health memberships and wellness streaming service subscriptions provide the daily guidance, tools and support needed to optimize health, including customized health plans, education, content and a way to connect with providers.

ModiHealth’s virtual care platform connects not only doctors to users but also connects users with services that were traditionally difficult to find, such as dietitians, health coaches, personal trainers, physical therapists and much more.



MOOSE TOYS LLC

Moose Toys include popular collectibles, crafts, dolls, games and youth electronics categories. Moose shook up the industry with Mighty Beanz and Shopkins – global hits of major proportions. These tiny little characters have made kids happy all over the world and changed the way they think about playing. Not satisfied to stop at toys, Moose has also stretched into creating content, entertainment and developing worldwide licensing deals. The company’s head office is in Melbourne, Australia with teams in Los Angeles, UK, France, Germany, China, and Hong Kong.

Moose Toys is not only a major player in the toy industry bringing innovation and creativity to the industry but its mission of “making children happy” is carried out through various charitable contributions and partnerships with non-profit organizations across the world.



NETWORK SOLUTIONS PROVIDER

Network Solutions Provider is a technology service and solutions company and a leader in business and technology optimization. The company empowers businesses, governments, and communities to solve their toughest challenges. Network Solutions Provider also empowers the leading innovative transformations. Market shifts and technology trends demand fresh thinking. Network Solutions Provider helps clients capitalize on trends and anticipate what’s ahead.

At any given time, Network Solutions Provider works with 10 to 15 international companies on IT innovation, cybersecurity, and next-gen solutions. Regular projects include work in Romania, Costa Rica, Brazil, and Tel Aviv working with tech companies in the start-up mode or in expansion to the USA. With a mission to unlock customer businesses’ potential by providing world-class technologies, Network Solutions provider is making a global impact.



NMS CONSULTING INC.

Founded in 2018, NMS Consulting is a global management consulting and strategic advisory firm that specializes in delivering services to a global client base of private and public companies, government agencies, philanthropic organizations and the individuals who lead them. With a global footprint of fifteen offices located through the United States, Asia, Europe and the Middle East staffed with more than 250 seasoned professionals, NMS’ clients benefit from a combination of the team’s diverse skills, expertise and global organization offering a unique multi-disciplinary 360° solutions platform.

Unlike other leading management consulting firms, NMS Consulting provides its clients the experience of working with a “big firm consultancy” without the higher premium. Client projects are staffed with qualified professionals who have trained at many of the leading global consultancy firms.



NORTH AMERICAN FUEL CORPORATION

North American Fuel Corporation (NAFCO) is one of the largest Jet Fuel suppliers at LAX airport. NAFCO also supplies jet fuel at multiple international airports including JFK and ANC. NAFCO has been providing excellent support to all its clients without any disruptions. During the pandemic, there has been historic oil price fluctuation and steep decline in demand. However, NAFCO overcame formidable obstacles and provided steady fuel supply to all our contracted airlines. NAFCO believes it is the top priority to maintain a stable fuel supply and ensure the normal operation of the air traffic.

As one of the major local jet fuel importers, NAFCO had imported more than 60 cargoes from Asia to US west coast since 2015. NAFCO also plays an important role in stimulating the local economy. During this difficult period, NAFCO has managed to retain all its employees.



NUFACE

As the leaders in at-home, microcurrent devices and Ionized Skincare, NuFACE helps clients around the globe turn on toned, lifted, and contoured skin whenever, wherever. This past year was a true turning point for NuFACE, with the innovative development of its all-new Ionized Skincare line. With its proprietary blend IonPlex, clients can now supercharge their skin to the next level. NuFACE’s Hydrating Aqua Gel and Firming + Brightening Silk helps conduct the microcurrent from its device and carries it down the muscles where it is most needed, while its clean, concentrated ingredients lock in moisture for up to 48 hours.

NuFACE has discovered that its clients crave more from NuFACE than just devices and aims to deliver. With the development of its Ionized Skincare line, NuFACE is making it cool to geek out about what makes good skincare so great, emphasizing the science behind the results each client wants.



ORCA SECURITY

Orca Security was co-founded by cybersecurity expert, Los Angeles resident and Unit 8200 veteran (the elite intelligence unit of the Israel Defense Forces), Avi Shua. In founding Orca Security, Shua and team were tackling a fundamental cloud security problem – organizations could not gain 100 percent public cloud security coverage to discover and manage all assets, vulnerabilities, and risks without deploying agents or network scanners. Even if they did use these tools that were not built for the cloud, deployments often took months, interrupted business operations and still only provided limited visibility.

Along with his co-founders, Shua has now built one of the fastest cybersecurity companies to reach unicorn status in only two years. Since its founding in 2019, the company has raised over \$300 million and piqued the interest of top chief information and security officers (CISOs) across the tech industry.



PRAGER METIS

As one of the nation’s fastest-growing firms offering a full range of assurance, tax, advisory, accounting, and international services, Prager Metis has been helping its clients’ manage their worth for over 100 years.

Prager Metis is a top international firm with over 100 partners and principals, more than 600 team members, and 23 offices worldwide including New York, New Jersey, Washington D.C., California, Connecticut, Florida, Massachusetts, Nevada, North Carolina, London, UK, and Chennai, India. Clients come to Prager Metis for the expert advice that protects and grows the value of their world – whether that world is local or extends across international markets. Whether clients are looking for an external review, business management, input on a new business strategy, expert testimony in hearings or trials, or cost segregation studies, Prager Metis can help. The firm’s reliable insight makes it possible to provide advanced advisory services the way only genuine experts can.



QLESS

Qless specializes in queue management and appointment scheduling software. Designed to help organizations seamlessly manage customer flow, our intuitive mobile wait experience combines personalization, automation, analytics, and flexibility to empower customers to wait when, where, and how they want. In light of COVID-19, organizations are under tremendous pressure to deliver a superior customer experience while ensuring community safety but are often constrained by archaic processes and outdated technology.

With Qless’ cloud-based systems, organizations are able to deliver solutions that allow their customers to spend less time in line while simultaneously increasing operational efficiencies and staff productivity. Not only is Qless helping businesses operate at a more efficient level, it is also giving people their time back.



QUALITYWORKS CONSULTING GROUP, LLC

QualityWorks Consulting Group is a team of social impact developers who leverage technical talent to support changemakers and non-profit organizations. In the fall and winter of 2020, the company launched a free software testing bootcamp to help talent from underrepresented communities, and professionals who lost their jobs due to the coronavirus pandemic, match their technical skills to high-paying, high-demand software testing jobs.

Internationally, QualityWorks has worked with five of the leading banks in the Caribbean including NCB, JMMB, Sagicor, First Global, and VMBS. Earlier this year, they led the digital transformation effort for Jamaica’s Victoria Mutual Building Society’s first online mortgage application platform. Through their shared agile coaching and development services, they delivered two applications in less than eight months.



SCALI RASMUSSEN, PC

For companies based outside the United States and in need of legal assistance with existing U.S. affiliates, or venturing to enter the U.S. market, Scali Rasmussen is ready to assist. With a team of seasoned attorneys, the firm’s International practice regularly advises individuals and companies from abroad in nearly all legal matters they face in the U.S. The firm’s roots are worldwide, and several of its lawyers are bilingual, multilingual, and/or multicultural. Its comprehensive approach allows clients to respond to changing times and address their needs in the U.S.

Scali Rasmussen’s international representations include mergers and acquisitions, commercial transactions, intellectual property, corporate governance, financing, litigation and dispute resolution, antitrust and competition law, labor and employment, construction, and environmental.



SHIP & SHORE ENVIRONMENTAL, INC.

After a year of exceptional global stress and turmoil dominated by COVID-19, Ship & Shore Environmental, Inc. (S&SE), under the leadership of CEO Anoosheh Oskouian, was able to pivot quickly and tailor its solutions to people and regions in need. While calendar year 2020 sadly saw many businesses curtail or close operations, S&SE annual revenue remained consistent with 2019 levels. The company actually managed to expand its client roster.

In 2020, Ship & Shore launched a new product line utilizing technology which will help to disinfect surfaces as well as purify and deodorize air free from pathogens. The Korozon disinfection system utilizes a non-chemical disinfection and sterilization method. It can be used for large areas including airplane systems, large restaurants, hotels, casinos, theatres, etc. Care for disinfection of surfaces which are in frequent contact with passengers and travelers can decrease the risk of infection significantly.



TALA

Tala is an LA-headquartered global technology company on a mission to accelerate financial agency for all. The company’s first product is an Android app that offers instant credit and personalized financial education in Kenya, the Philippines, Mexico, and India. Most of Tala’s customers have little or no access to banks or other traditional financial institutions. Tala uses mobile technology and data science to make financial services simple, inclusive, and accessible. Tala has also used this technology to help people through economic hardship from the ongoing COVID-19 pandemic.

Since launching in 2014, Tala has disbursed over \$2 billion in credit to more than six million customers, making Tala the largest non-bank lender in Kenya and the top digital lending app across our current markets. Tala’s loans, which range from \$10 to \$500, make the difference for thousands of customers every day all over the world.



2021 FINALISTS



THE VERTICAL COLLECTIVE

The Vertical Collective has been actively engaged in global manufacturing and trade since 2015.

The Vertical Collective has teams throughout the United States, Hong Kong, and Mainland China. This international powerhouse has manufactured and traded over 50 million units of product in the past five years and imported thousands of containers per year. With 8,943% revenue growth in three years, The Vertical Collective has demonstrated operational heft in global trade.

In 2020, The Vertical Collective launched its Incubatorship Program which provides mentorships to early stage startups on how to navigate the intricacies of global development and manufacturing. The company has recently taken an active role in healthcare innovation and has partnered with a lab in Israel to bring a proprietary medical compound that can instantly kill viruses into the U.S. market.



WET

Headquartered in Los Angeles, since 1983, WET (WET Design) has designed the world's leading water entertainment experiences including the iconic Fountains at The Bellagio. The company's innovative creations can be seen throughout Los Angeles, including at The Grove at Farmer's Market; Fanfare at San Pedro Gateway at the Port of Los Angeles; the Waters of Americana at Brand in Glendale; Universal Citywalk; as well as throughout the United States.

Globally, WET has designed features in over 20 countries around the world, including in Europe, Asia and the Middle East with renowned features including the HSBC Rain Vortex, the tallest indoor waterfall at the Jewel Changi Airport in Singapore; the Dubai Fountain, the world's largest performing fountain in the United Arab Emirates with a soon-to-be-launched large-scale immersive water entertainment feature aptly named "Surreal" in Dubai in October 2021; and the Performance Lake at Wynn Palace Cotai, Macau.



WORLD TRADE CENTER - LOS ANGELES

The World Trade Center - Los Angeles (WTCLA), a not-for-profit public benefit organization, is a vital resource dedicated to attracting foreign direct investment to the Los Angeles region and facilitating global business opportunities between Los Angeles and international companies. As a leading international trade association, trade service organization and trade resource in the Los Angeles region, WTCLA supports the development of international trade and business opportunities for Southern California companies.

To ensure that foreign companies are successful, WTCLA provides essential matchmaking and consulting services to connect the right business partners and service providers to international companies looking to grow their businesses in the Los Angeles region. WTCLA also works closely with the numerous export-related programs in the region to help local companies successfully export their products and services to the global market. Additionally, WTCLA actively partners with colleges and universities around the region to advocate for international business development.

The Bullwhip Effect

What do coffee, ketchup, gasoline, wood pulp and rubber all have in common? These are items that have been identified to become less available in 2021. And why is that? It's something called "The Bullwhip Effect."

With COVID-19 still a threat and a number of regions in lockdowns, labor shortages, and extended transit times, the disruption to supply chains continues to be severe. Business leaders must make quick decisions to maintain operations during a combination of peak season and the bullwhip effect to fulfil urgent orders while mitigating the daily challenges.

The scale of COVID-19's impact overshadows anything supply chain leaders have seen before. In manufacturing, everything is affected by the global supply chain. The glass for barware, the wood for cutting boards, the cotton and wool for textiles, and then the work force needed to harvest, process, and run machinery. When one or all of these are disrupted, either directly or indirectly, it becomes a domino effect.

Design, timing, and functionality are all impacted but most of all, pricing. Lack of raw materials due to high demand starts the chain reaction. Then there is increased wages to increase capacities, shutdowns from outbreaks, Government controlled energy supplies, and unprecedented transit times and port congestion.

All of this requires continuous end-to-end assessment and pivoting, and most of all strong supplier relationships. At The Vertical Collective, the teams in both Hong Kong and the United States anticipated that the changes in 2020 would have an effect on the company and all client business through 2021. It began when the teams started seeing delays in shipping and delivery which impacted the price of freight. This moved the teams to action in shoring up factory relationships, increasing efficiency by auditing all freight contracts and identifying best routes for sourcing resources and materials. This reset would then help secure pricing and resources, a benefit that could be passed to clients.

"In the development of our supply chains, and the industry as

a whole, relationships are key," said Morgaine McGee, co-founder of The Vertical Collective. "My team and I spend countless hours on calls, messaging, and video conferences checking in with our factory owners, both from a business standpoint and personally, it is those relationships that have helped us remain as stable and consistent in this marketplace."

But making sure that the supply chain and production remain stable is just part of the equation. Additionally, it is critical to have an understanding of your customers', and in some cases their customers' demand so that planning for product and development can continue without interruption and unexpected increases to the budget.

"We have a team dedicated to trend research, consumer reaction to products, and the current state of the environment," added Katherine Zabloudil, co-founder of The Vertical Collective. "This is not just eco-environment but the socio-environment around purchasing. We feed this information to our clients consistently to help them in planning. In addition with Morgaine's team, we are constantly hedging our bets on these trends to secure positions with the raw materials and supply chains. This goes from things like cotton and glass, to metals and materials for producing PPE. Its spans from healthcare to home décor."

It is easy to draw the parallels between the front of the chain to the end, what is paramount throughout are the relationships. It is what drives both sides of the company and what helps The Vertical Collective anticipate the needs of its partners' business whether that be in sourcing, production, freight forwarders and specifically their direct to consumer clients. It is those relationships that keeps the customer service level at The Vertical Collective at such a high standard and what keeps their pricing competitive.

The Bullwhip Effect is reactionary. The Vertical Collective is facing that reaction head on with proactivity.

Learn more at theverticalcollective.com.





Seven Steps for a Financial Firm's Digital Transformation

Remote working conditions have significantly hastened digital adoption by financial firms. The challenge now is to scale digital for digital transformation to meet the evolving needs of customers for both today and tomorrow.

The main barrier to true digital transformation lies in spending too much – time and money – to manage dozens of outdated and expensive technology systems. These systems are often poorly integrated, requiring “swivel chair” workflows and workarounds, and don’t provide information flexibly. Instead, a complete solution will not only serve all business requirements – it will also do so on a single, integrated platform.

ACCESSIBLE DATA, ALL IN ONE PLACE

A great deal of a financial services professionals’ time is spent searching for information, re-creating documents and manually trying to derive business intelligence. This distracts from focusing on the highest-value activities that client-facing professionals can provide: delighting existing clients to optimally retain them, focusing on growing the business by obtaining new clients and operating in an increasingly operationally efficient manner. Integrating and mastering data for a single version of the integrated truth means business intelligence can be automated, ensuring financial professionals can work fewer hours, but deliver better value.

COLLABORATIVE EXPERIENCES

Client retention is crucial—it is far cheaper to keep a client than to replace one. That is why client management applications are so vital. But many firms settle for incomplete solutions based on horizontal CRM systems, and are thus weak on relationship management, only focusing on sales pipelines. At the same time, client expectations of engagement and experiences have far outgrown what many financial firms can provide.

Any true digital transformation must overhaul the client experience to make it completely intuitive, involved and individual. This can only be done by providing a single, coherent and holistic experience through one digital platform, providing full client lifecycle management functionality. For clients, this combination endears a greater sense of loyalty while increasing engagement—a true win-win.

ACCELERATED CLIENT ACQUISITION

If client retention is the top priority, then client acquisition is a close second. Front-line financial staff are often involved with marketing and lead generation through to account opening and funding. But they often don’t have the time necessary to dedicate to these activities.

A large portion of this work can be automated. The focus should be on ensuring financial professionals prioritize value-add activities, so that they can focus on developing and

nurturing their client relationships.

TIME-SAVING TOOLS

Research, data analysis and answering simple client queries all take up a great deal of time. And it only gets worse if these tools and systems are spread across different platforms or functions. Again, automation is crucial—but the real benefits only occur when staff have to work off of a unified platform, making their day-to-day tasks easier, and allowing them to spend less time on the mundane.

BEHAVIORAL INSIGHTS

Understanding your clients is essential. But in-depth knowledge takes a great deal of time to develop, spanning from months to years. Behavioral science delivered in a digital-first environment offers a way to speed up this process, ensuring that financial firms can have a greater understanding of clients beyond persona segmentation and instead truly know them as individuals. When delivered via a single platform, these insights can become instantly actionable, without having to translate them across other systems and functions.

NURTURING TALENT

Finance is a knowledge and information based industry. But a huge amount of the job, especially in client-facing roles, comes through experience, learning to know the right questions to ask. Working via a single

platform allows knowledge to be better disseminated throughout the business without any barriers. Anyone who needs to know, gets to know. This in turn makes developing talent easier; staff can get up to speed rapidly, and knowledge is democratically shared across the entire business.

HARNESSING “NEW THINK”

Any digital implementation must be hyper-modular by nature. A one-size-fits-all offering makes it incredibly hard to address precise business needs. The key is to take a design-first approach to ensure long-term usability. And crucially, it needs to be rooted in New Think—a guiding principle that leverages a holistic view of technology’s role in the business, beyond code and IT infrastructure.

While many firms have undertaken a degree of digital transformation over the past two years, much still needs to be done. Centralizing business operations on one platform opens up many benefits—but only if you have the right technology partner by your side.

InvestCloud is a global company headquartered in Los Angeles that specializes in the digital transformation of the financial industry. From a single digital platform, InvestCloud supports over 20 million accounts and over \$6 trillion in assets for investors in over 40 countries worldwide. To learn more about how to digitally transform your business, visit investcloud.com.

Why is it so Challenging to Hire Tech Professionals?

COVID has completely changed the world, specifically because of the remote model which now allows technical candidates to work for any company, anywhere in the United States vs. being stuck with only regional opportunities. This has given each candidate 100 times more opportunities to choose from, making it a lot harder for companies to hire, especially if they expect in-office staff. As technology continues to innovate, the importance of the people who drive that innovation becomes more and more clear.

The role of a good recruiting firm is essential to ensuring the quick growth of businesses. HIRECLOUD is a premier recruiting and consulting firm offering this service, helping many well-known organizations to reach their true potential.

People are key to helping scale business, but it isn’t just a matter of finding the best people, it’s a matter of finding people who truly believe in the mission and vision of the companies for which they work. After finding the right people, retaining them is critical. HIRECLOUD’s retention focused process has made them a favorite amongst its clients. The team at HIRECLOUD believes wholeheartedly in providing the complete package, and makes it happen every

day for businesses and technology specialists throughout the United States.

HIRECLOUD’s unique success comes from its market mastery in the technology sector, with tech, product and IT roles being the biggest area of expertise. Unlike most recruitment firms where it’s all about the numbers

ment is evident in their relationships with some of the finest technology companies on earth. Uber, Hulu, Sony PlayStation, Rivian, and Zendesk are just some of the big names that HIRECLOUD represents as well as many companies in the emerging Robotics, Autonomous Driving and Computer

an employee who is satisfied with their work and not looking to transfer that experience elsewhere. With a proven hiring process that seldom fails, HIRECLOUD is able to provide a guarantee that truly sets it apart.

HIRECLOUD’s specialized focus on recruitment requires that the team must be exceptional in all areas, and at this purpose-driven, core value-focused company, standing out is commonplace. Every part of the business is focused on teamwork, mental toughness, urgency, mastery and doing great things for people. A strong team helps the whole group to be better.

Last year HIRECLOUD scaled its international teams to four continents including teams in Yerevan, Armenia, Medellin, Colombia, and India. The company’s commitment is to its people, and the long-term relationships that have helped them thrive in the past will continue to serve them well moving forward into the future.

Information for this article was provided by HIRECLOUD, a premier tech recruiting and consulting firm focused exclusively on technology, product, and IT roles. For more information, contact HIRECLOUD at (818) 882-2000 or via info@hirecloud.com.

It isn't just a matter of finding the best people, it's a matter of finding people who truly believe in the mission and vision of the companies for which they work.

and taking business anywhere, HIRECLOUD only takes on business in areas where it knows it will excel and provide outstanding service. For HIRECLOUD, the mission is to elevate companies, careers and build relationships that last.

One area where the fulfillment of HIRECLOUD’s expertise and mission state-

Vision sectors.

The evidence of HIRECLOUD’s success can be seen in the candidates that have been placed. Many have gone on to cultivate long tenures and growth in their new companies. Needless to say, this benefits everyone, with businesses able to benefit from an experienced employee who has remained loyal, and



Supporting Fit and Healthy Lifestyles Around the World

With 6.4 million members across gyms, sports nutrition, and digital services, RSG Group is the global leader in fitness and lifestyle. Founded in 1997 with humble beginnings, Rainer Schaller has succeeded in turning his first gym in Würzburg, Germany into a globally operating business with 41,000 employees, including franchisees, at 1,000 locations in 48 countries. This stems from one single original brand, McFIT, whose slogan is “The Fitness Studio for Everyone.”

In contrast to the wellness trends that predominated at the time, RSG Group pioneered the discount principle within the fitness industry, establishing it with great success. In just 24 years, RSG Group has continually pushed to the next level, taking a 360-degree diversification strategy to build and grow nearly 20 brands across multiple sectors, including fitness, lifestyle, design, and fashion, including fitness powerhouses such as Gold’s Gym, McFIT, the John Reed family of clubs, as well as creative and lifestyle brands such as Marcell Von Berlin, Ron Miller, and Pearl Model Management.

Determined to make a splash in the already crowded United States fitness market, RSG Group expanded their global ambitions with the launch of the first stateside John Reed location. During this planning, the company was presented with a golden opportunity. On

July 13, 2020, Gold’s Gym announced that RSG Group would acquire the company and its assets, allowing them to breathe new life into the iconic American heritage brand and catapulting RSG Group to its leadership position.

On March 17, 2021, the first U.S. John Reed opened with its flagship location in the center of Downtown Los Angeles. Surrounded by modern high-rises and spanning over 33,000 square feet, John Reed is a unique symbiosis of fitness, music, and design. Merging functionality with a club-like atmosphere, John Reed goes beyond the typical gym experience. Each of the 40 locations around the world have their own distinct style and personality reflective of the culturally rich neighborhoods they are set in. Art highlights include original pieces by LA’s highly recognized muralist, Robert Vargas, Berlin street-art duo Ron Miller, and Los Angeles-based abstract artist Jaime Guerrero. Combining hi-fi with fitness, the body-rocking club hosts live DJs, both local and international, for five sets a week.

At the helm of the quickly growing American headquarters for the German-founded company is Sebastian Schoepe, President of RSG Group North America and CEO of Gold’s Gym. During his ten years with the group, Sebastian’s leadership, expertise, and entrepreneurial perspective served RSG Group interna-

Merging functionality with a club-like atmosphere, John Reed goes beyond the typical gym experience. Each of the 40 locations around the world have their own distinct style and personality reflective of the culturally rich neighborhoods they are set in.

tionally as he has led many strategic initiatives throughout the group’s expedited growth worldwide. Sebastian is now responsible for overseeing brand development and all points of market entry, from growth and operations to market sizing and segmentation. Passionate about leading and growing brands, Sebastian aims to make a profound difference in the lives of its customers, team members, and partners.

RSG Group is currently in the beginning stages of strategic growth for the United States. Beginning with Gold’s Gym and John Reed, the company is planning a new permanent US headquarters for its rapidly expanding team and launching a new, first of its kind, concept fitness club called HEIMAT—both in Los Angeles.

HEIMAT will redefine the meaning of living optimally with an emphasis on holistic day-to-night wellness, fitness, culinary, and cultural concepts under one roof.

Now with a renewed commitment on health and a determined focus on sustainability, RSG Group consistently sets new benchmarks and provides momentum well beyond the fitness sector by continuously opening new fields of activity to remain an important part of its customers’ everyday lives. Around the globe, RSG Group brings people together to move their bodies by delivering fitness solutions for everyone.

For more information, visit rsggroup.com/en.

Business Partners Team to Launch Global COVID-19 Workplace Challenge

Top international employer groups pledge to protect employee health and promote COVID-19 vaccine literacy and uptake

This year, a group called Business Partners to CONVINCE (BP2C) launched the Global COVID-19 Workplace Challenge. BP2C is the private sector arm of the global, multi-sector CONVINCE (COVID-19 New Vaccine Information, Communication, and Engagement) initiative that advances vaccine literacy and promotes vaccine acceptance.

Members of the BP2C Steering Team, which includes global organizations such as Business Fights Poverty, Business at OECD, the International Chamber of Commerce, and the International Organization of Employers, jointly agreed to develop vaccine literacy strategies based on science, facts and emerging information to counter hesitation and vaccination opponents through communication and education initiatives at the global, national and local levels.

Companies joining the Global COVID-19

Workplace Challenge agreed to do the following:

- Listen to employees’ needs and concerns about the impact and prevention of COVID-19
- Follow the latest public health guidance to protect myself, my employees, my workplace, my customers, and my community from COVID-19
- Promote vaccine literacy based on the latest scientific evidence of vaccination benefits and risks
- Encourage vaccine confidence and uptake
- Advocate for accessible, equitable, and timely vaccination of employees
- Engage with communities, schools, faith-

based organizations and public health leaders to stop the spread of COVID-19

“BP2C has developed a ‘toolkit’ of activities to help businesses address the COVID-19 Challenge,” said USCIB President and CEO Peter Robinson. “Research has shown that businesses are a trusted source of information, and are well suited to engage, inform and educate workers, their families and communities with messages that inspire confidence in vaccination and encourage acceptance of COVID-19 vaccines.”

Scott Ratzan MD, executive director of BP2C and co-founder of CONVINCE, stated: “The potential for business to engage meaningfully in the growing international move-

ment to address COVID with evidence-based vaccine literacy strategies is massive. Employers have the trust, respect and reach to support vaccine confidence with communication and education initiatives at the global, national and local levels.”

BP2C Steering Committee member Professor Heidi Larson, director of the Vaccine Confidence Project and co-founder of CONVINCE added that: “The COVID-19 pandemic challenges all of us to engage in meaningful ways. We urge businesses of all sizes and in all industries – from multinational corporations to small- and medium-sized national and local enterprises to sign up to the COVID-19 Workplace Challenge and help expedite our return to a pandemic-free society.”

Business Partners to CONVINCE (BP2C) is a global, private sector initiative of The USCIB Foundation—the education arm of the United States Council for International Business (USCIB). BP2C, first launched in July 2020 in support of the multi-sector CONVINCE campaign, is a global communication and education initiative to promote COVID-19 vaccine acceptance among private sector employers and employees.

Learn more at uscib.org.

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