



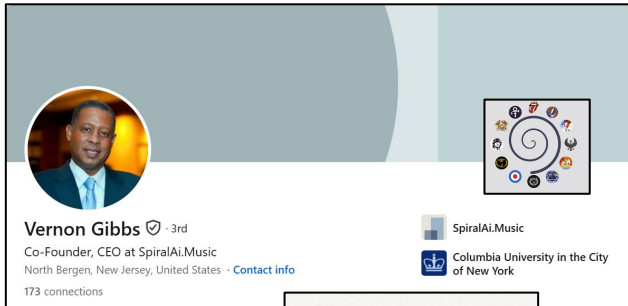
Modern Executive Reputation Management

Vernon Gibbs



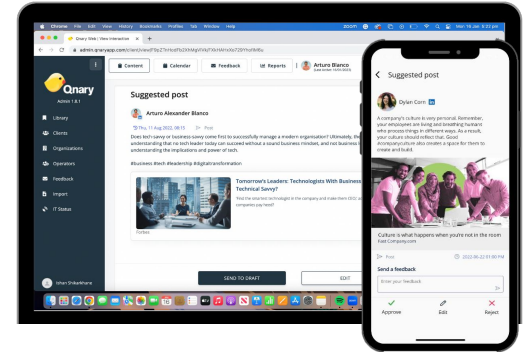
About Qnary

Everyone has a digital presence and that presence matters



Qnary, an award-winning company that works with hundreds of senior executives to help optimize, control, and grow their digital presence.

Qnary's technology solution acts as a digital media agent for executives; managing, optimizing, and growing their digital reputation to support the enterprise



Ever wonder how busy, successful leaders have the time to post insightful social media content, showcase their expertise, champion their incredible work, and stay top of mind and relevant?



It's probably Qnary; executives' favorite secret.

 On a Mission to Eliminate 1 BILLION Pounds of Pla...
View my services
2w • 5

Recycling plastic isn't the solution.
It's just delaying the problem.

Plastic production is set to triple by 2060.

Most of it will never be recycled.

So why stay stuck in an unsustainable cycle?

Real sustainability starts with eliminating plastic altogether.

That's exactly what compostable packaging does. 🌱

- ✅ Breaks down naturally, leaving zero waste
- ✅ Supports a truly circular economy
- ✅ Cuts plastic pollution at the source

If we have better solutions, why keep choosing plastic?

#CompostablePackaging #sustainability #packaging #compostable

**Real Sustainability = Elimination
Not Just Recycling**

The Problem with Recycling Plastic

- Plastic production is set to triple by 2060 (UNEP).
- Only 9% of plastic ever produced has been recycled.
- Recycled plastic still keeps us tied to fossil fuels and pollution.

The Compostable Packaging Solution

- Eliminates plastic at the source.
- Breaks down into organic matter - leaving no waste behind.
- Supports a truly circular economy, not just a delayed landfill journey.


 130 comments • 4 reposts

 MIT Alum | Engineer | Cybersecurity | Cloud | AI | ESG | Founder & IPO | ...
9mo • 4

Amazing entrepreneur **Alfons Carnicero Carmona**, CEO of **ABLE Human Motion** and winner of the **Massachusetts Institute of Technology MIT Innovator Under 35 Europe Innovation Festival** for his work building "nueva generación de ...more



 10 comments • 3 reposts



 Using Emerging Technology to Create Epic Opportunities
4w • 5


I am beyond honored to be awarded one of the 5 Most Influential Women Shaping the Future by CIO Today!

Thank you so much to CIO Today and everyone out there who has supported me in my work, my passions, and my crazy ideas. This award belongs to me and the community of people that has always been behind me. Check out the article in the latest issue of CIO for more!

<https://lnkd.in/eVBWJ9r9>

#Honored #CIOToday



 Dylan Corn and 459 others 126 comments • 7 reposts

What We Do

All powered by the Qnary platform and app, each element of our solution increases and dimensionalizes your digital presence



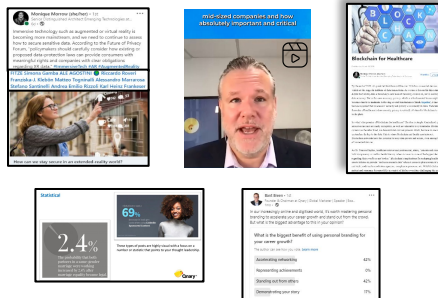
Rebuild Image

Optimize Social Media Profiles



Custom Content & Original Thoughts

Weekly Content Delivery
(Posts, Blogs, Videos, Graphics, etc.)



Build and Grow Engagement

Polls, Questions, Shares, Comments



Month	Total Follower Count	Follower Increase	Number of Posts	Average Engagement
September	2,693	+212	3	19
October	2,893	+200	12	70
November	3,181	+288	16	80
December	3,691	+510	16	85
January	4,061	+370	14	102

Strategic Positioning and Key Topics



Professional Pillar:

Business, Digital & Workplace Transformation

Scaling Growth & Operations, Organizational Effectiveness, **Intersection of Business, Digital Entertainment & Humanity**, etc.

Industry Pillar:

Future of Entertainment & Music Innovation

Insights around Maroon Island, Streaming Partnerships, Brand Identity & Engagement, Client & Viewer Relations, etc.

Personal Pillar:

Leadership & Change Management

Team & Community Building, **Music Industry Insights & Storytelling, Videogame Integration into Media**, etc.

Audience Growth, Influence, Engagement, & Reach

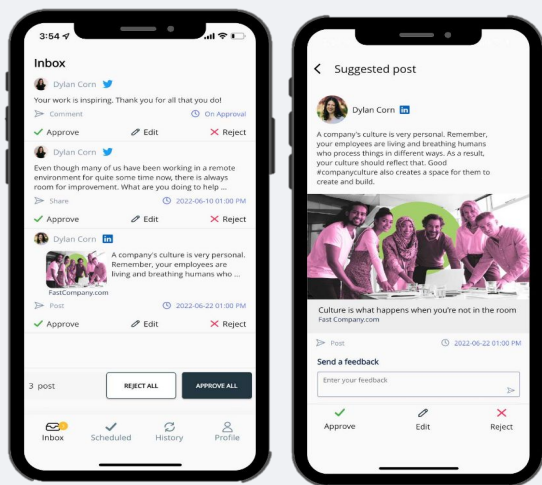
Business, Gaming & Entertainment Leaders, Streaming Platforms (Amazon, Youtube, Paramount, Hulu, etc.), Hollywood Executives & Fellow Producers, Key Decision Makers & C-level Executives, CEOs, COOs, CMOs, Community Builders, Board Members, Top Industry Talent, Conference Organizers, Media/Journalists, VCs/Investors & PE Firms, etc.

The Qnary Technology Centralizes the Process

Available as a mobile app, desktop portal, and tablet

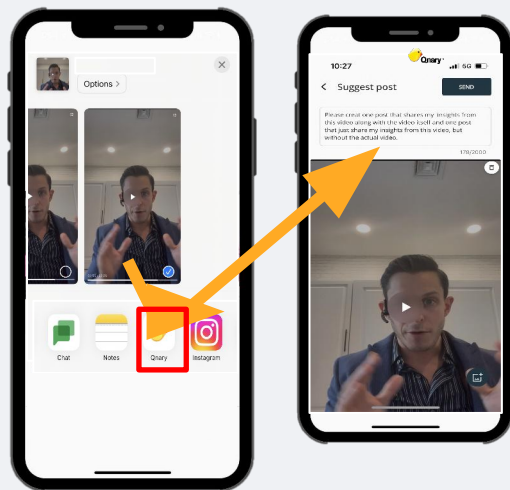
Weekly custom content and real time publishing

Ability to accept, edit, or reject each post, as well as send feedback to your Customer Success Manager (CSM)

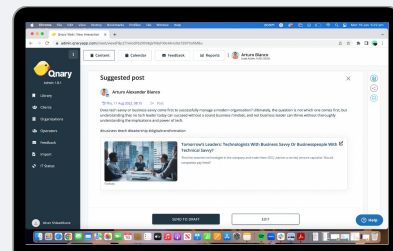


Share your Ideas directly to your CSM to transform into content

Send thoughts, video or audio recordings, text, or articles with your CSM to distill into meaningful posts



Also available on Desktop or Tablet



Ongoing Measurement of Quality Engagement



Monthly strategy meetings with your **dedicated Customer Success Manager** supporting you every step of the way, with quarterly reports

Performance of Content
These posts received the highest engagement

After the first 6 months,
Qnary customers receive an
average of **400%+** increase
in engagement

Dedicated Customer Success Manager (CSM)

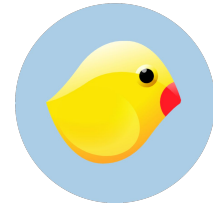


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December	3,691	+510	16	85
January	4,061	+370	14	102
February	4,620	+559	17	140
March	4,981	+361	16	179

Top Followers/Engagers		
NAME	Title	Company
Greg Stacnick	Vice President of Product Management	DataStax
Mark de Jone	Founder	LinkedIn
Araik Petrosyan	Chief Marketing Officer	World Financial Group (WFG)
Peter Humprey	Head of Venture Capital Investments	Battery Ventures
Vijay Eranti	SVP of Product Engineering	Google, Inc.
Loren Groves	Product Lead	Swoogo

Guest Podcast Appearance

The **UNCAGED** show is a popular podcast that celebrates thought leadership from today's top business leaders; giving a voice to leading executives who are shaping the world of business today and mapping the path to commerce tomorrow.



Uncaged Show

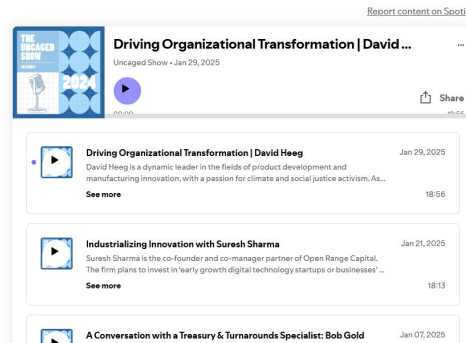
By Uncaged Show

The Uncaged Show celebrates thought leadership from today's top business leaders. The program provides a voice to amazing executives from around the globe who are shaping the world of business today and mapping the path to the world of commerce tomorrow.

[Listen on Spotify](#)



Available on

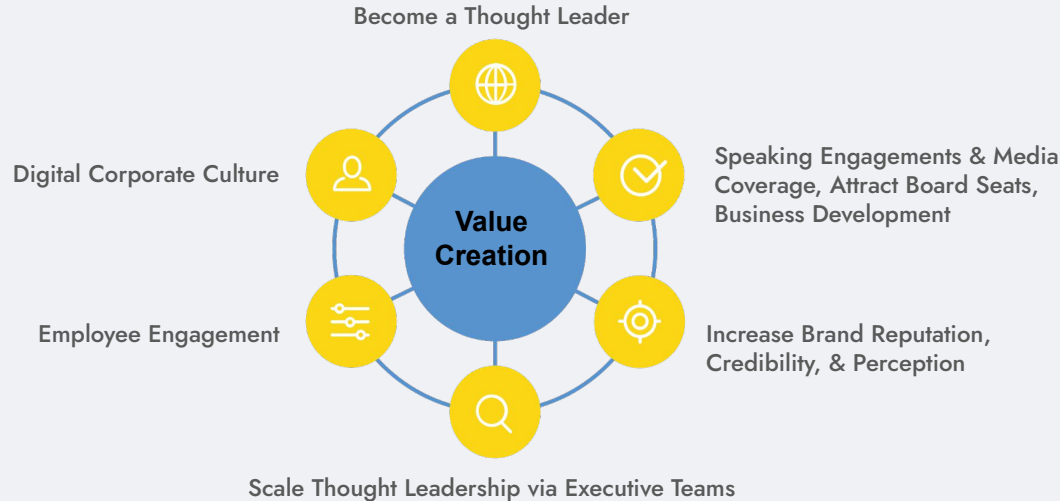


Amplify your interview with the **UNCAGED** audience – Share your interview with your audience, and the UNCAGED social channels which have over 70,000 subscribers and followers.

Multimedia assets to showcase your **thought leadership**– Your interview will be edited into long-form and short-form videos to share across your relevant social channels through content Qnary creates for you

Executive Thought Leadership Drives Business Impact

Benefits of Building Executive Thought Leadership



Benefits of Using Qnary

- Save Time (Only 30min/week to review & approve content)
- Strategic Approach & Execution
- Scale Thought Leadership
- Consistency
- Showcase Expertise
- Own & Control Your Presence

77% of customers are more likely to buy from a company whose senior executives and leadership team engage on social media.
(Brandfog)

Content shared by executives has shown to get 8X more engagement than content shared from company/brand accounts.
(LinkedIn)

66% of consumers say that their perceptions of CEOs & executives affect their view of the company.
(KRC Research)

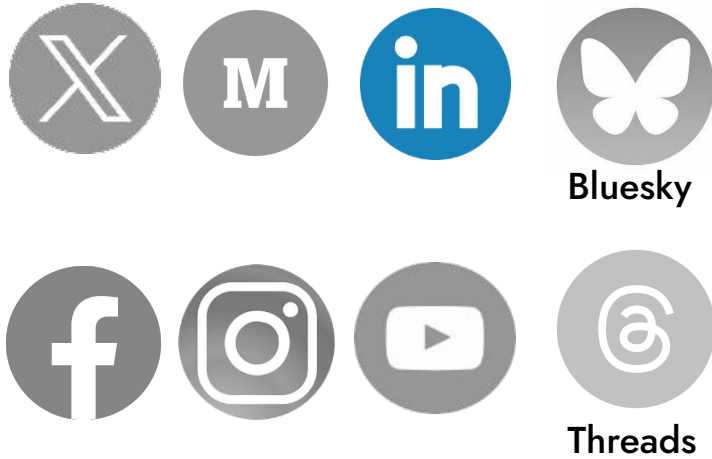
82% of employees say they trust a company more when the executive leadership team communicates on social media.
(Weber Shandwick/PR News)



Social Analysis for Vernon Gibbs



Vernon's Digital Presence



Owned Front-Page Links: 1



LinkedIn Optimization



Key Issues:

- Missing key optimizations of profile, longer about section
- Not sharing short form content consistently, needs a blended mix
- Not currently sharing long-form content/original blogs or video content
- Opportunity to link to positive earned/external media
- **Opportunity to engage with Business, Gaming & Entertainment Leaders, Streaming Platforms (Amazon, Youtube, Paramount, Hulu, etc.), Hollywood Executives & Fellow Producers, Key Decision Makers & C-level Executives, CEOs, COOs, CMOs, Community Builders, Board Members, Top Industry Talent, Conference Organizers, Media/Journalists, VCs/Investors & PE Firms, etc.**

Key Opportunities:

- Add a cover image of you speaking on stage or on a panel to establish credibility and authority in your industry right when someone comes to your profile.
- Add keywords to your headline that represent the core areas/topics you want to be known for: **Co-Founder & CEO of SpiralAi.Music | Executive Producer of "Maroon Island" | Scaling Growth & Operations towards Streaming Platforms | Intersection of Business, Digital Entertainment & Humanity | Change Management | Long-Time Music Author | Advisor | Speaker | Board Member**
- Sharing blended content of 4 total LinkedIn posts & comments/week will leverage the reward from LinkedIn's algorithm for visibility
- Publish both short and long-form content consistently around the 2-3 topics you want to be known for
- Engage with other influencers

Vernon Gibbs · 3rd
Co-Founder, CEO at SpiralAi.Music
North Bergen, New Jersey, United States · [Contact info](#)

SpiralAi.Music
Columbia University in the City of New York

194 followers

Vernon Gibbs · 3rd+
Co-Founder, CEO at SpiralAi.Music
1yr · 🌐

I'm happy to share that I'm starting a new position as Business Development Associate at UNBLINDED!

+ Follow ...

Vernon Gibbs · 3rd+
Co-Founder, CEO at SpiralAi.Music
2yr · 🌐

Congrats to Marilou and Alan. Two of most dedicated to young people that I know.
Vernon

+ Follow ...

Vernon Gibbs · 3rd+
Co-Founder, CEO at SpiralAi.Music

Yes. Will be there!

Like | Reply

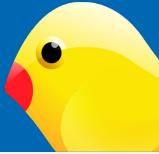
Co-Founder/CEO
SpiralAi.Music · Self-employed
Jun 2023 - Present · 11 mos

Business Development Associate
UNBLINDED · Full-time
Apr 2024 - Jun 2025 · 1 yr 3 mos
Pasadena, New Jersey, United States · On-site

Co-Founder, COO
Nephele Inc.
May 2018 - Jun 2023 · 7 yrs 4 mos
Greater Philadelphia Area

Had a separate company, MakeYourMovie TV, with Microsoft license, for the global gaming market. License for a form of facial recognition for use in gaming for ID management. Recently re-established relationship with Microsoft as original info absorbed into Azure. Original application used by Chinese company. Software to help launch the messaging revolution in Asia by using photo avatars in text messaging. Original application retired but tech subsequently included in Face SDK, now part of Microsoft's Azure platform. Facial Recognition planned as part of biometric ID services for SpiralAi.Music.

X (Twitter), Bluesky, Threads



X has sparked the creation of similar emerging professional thought leadership channels that can have an **Early Adopter Benefit**

Key Issues:

- No clearly visible X profile
- Opportunity to grow a large audience and engage with influencers i.e. **Business, Gaming & Entertainment Leaders, Streaming Platforms (Amazon, Youtube, Paramount, Hulu, etc.), Hollywood Executives & Fellow Producers, Key Decision Makers & C-level Executives, CEOs, COOs, CMOs, Community Builders, Board Members, Top Industry Talent, Conference Organizers, Media/Journalists, VCs/Investors & PE Firms, etc.**

Key Opportunities:

- Twitter is the preferred channel for media/journalists, conference organizers, and many other executives use it follow relevant peers and industry leaders
- Add cover image of you speaking on stage or to audience
- Create bio with hashtags & @names and include topics you want to be associated with: **Co-Founder & CEO of SpiralAi.Music | Executive Producer of "Maroon Island" | Scaling Growth & Operations towards Streaming Platforms | Intersection of Business, Digital Entertainment & Humanity | Change Management | Long-Time Music Author | Advisor | Speaker | Board Member**
- Share content consistently with proper tags, tweeting a blended mix of 5 tweets/comments/replies a week to leverage Twitter algorithm for visibility
- Engage w/ followers. Establishing an authentic, personal tone is important to spurring engagement.

Examples

17 Of The Best Filmmakers To Follow On Twitter
Right Now

8 Media and Marketing Experts to Follow
on Twitter

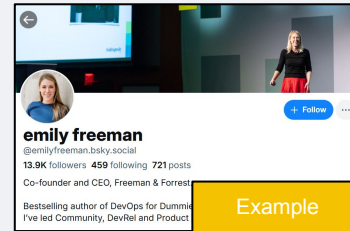


Example

Bluesky

Like X, but branded as the "We won't use or track your data" platform and attracting high-profile leaders and users.

Cross posting – Business Leaders and professionals are cross posting what they share on X (Twitter) to Bluesky due to its similar nature



Example

Threads

Over 200M monthly active users - Threads is being used heavily and business leaders, professionals, and public figures

Cross posting – Business Leaders and professionals are cross posting what they share on X (Twitter) to Threads

Instagram Connection: Threads is created from an existing Instagram account and can leverage your current Instagram audience



Example

Long form Thought Leadership

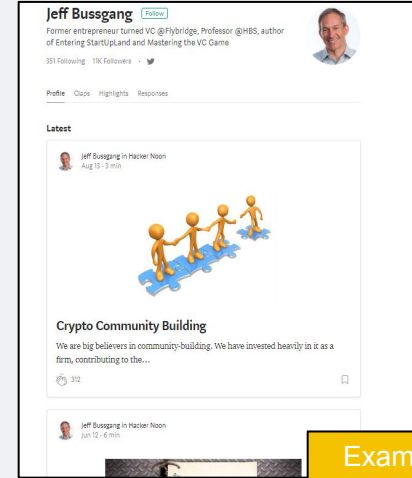


Key Issues:

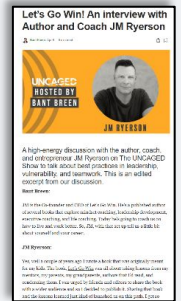
- Not currently sharing long form content blogs

Key Opportunities:

- Great audience of business influencers, C-level executives, entrepreneurs, VC's/investors, and senior executives
- All longer-form/blog content and articles should be published to Medium and LinkedIn
- Popular content tends to get featured on the front page



Example



Expanding Your Digital Presence



Acquire and Optimize your social channels to own search results



Personal Profiles - Increase Privacy Settings



Publish thought leadership content

Short-Form Weekly Blended Content
(Posts/comments/replies/videos)



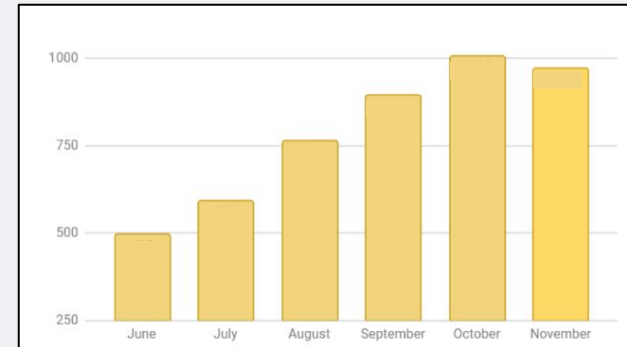
Re-Share Short-Form Weekly Content



Long-Form Blogs



Grow and Engage your audience



Qnary Packages



Core Features	One Channel	Pro	Enterprise	ORM
Dedicated Customer Success Manager & Writer	✓	✓	✓	✓
Custom Messaging & Social Media Strategy	✓	✓	✓	✓
Weekly Social Media Content	4 posts/week	10 posts/week	✓	✓
LinkedIn, X, Threads, Bluesky	1 channel	✓	✓	✓
Profile Rebuilding & Optimizations	✓	✓	✓	✓
Monthly Strategy & Growth Meetings	✓	✓	✓	✓
Graphics	4/month	8/month	✓	✓
Video	1/quarter	1/quarter	✓	✓
Blogs	✓	✓	✓	✓
Qnary UNCAGED Featured Guest	Optional	Optional	Optional	Optional
Quarterly Reporting Meetings	✓	✓	✓	✓
Add Additional Channels	Ability to Upgrade Anytime	Optional/Upon Request	✓	✓
Designated Approver / Admin Access	✓	✓	✓	✓
24/7 Tech Support	✓	✓	✓	✓
Unlimited Qnary App Access	✓	✓	✓	✓



Case Studies

Executive thought leadership drives business results

B2C & B2B STARTUP & SMB COMPANIES



Increased & Diversified Business Development

Tech Startup located **25%** of new business generated via LinkedIn.

Client Relationship Managers using social media at leading Israeli bank in the US outgrew their peers by **40%**.

Fortune 500 CPG



Shifted Corporate Perception

A large CPG's Sustainability team positioned as **Top 10 Executives to Follow on Social Media** for the topic of Sustainability, resulting in the activation extending to the CPG's nutrition team to achieve the same objectives.

QUICK SERVICE RESTAURANT (QSR)



Improved Employee Recruitment & Showcase Innovation

Helped leading QSR organization recruit top digital talent within leading innovative startups to join their newly created Digital and Innovation team within six month.

Fortune 500 Food/Beverage



Increased Employee Engagement

Leading CPG Snack company improved their employee satisfaction across their global marketing department by **over 20%** within the first year of activation.*

Case Study: Head of Revenue, Reuters



Social Media Follower Growth:

- Twitter/X: +384% (948 - 4,590+)
- LinkedIn: +31% (3,918 - 5,200+)



Engagement Growth:

- Huge increase in engagements averages (over 250/month now)
- Over 71k impressions on LinkedIn in 1 month
- Numerous Blogs and thought pieces

The image shows a collage of social media and professional information for Eric Danetz. At the top, a Twitter profile for Eric Danetz is shown with a yellow circle around his name and a verified badge. Below this is a LinkedIn profile for Eric Danetz, also with a verified badge, showing his current role as Head of Revenue at Reuters. To the right, a board update from iab (Data Center of Excellence) lists Eric Danetz as a Board Member. Below the LinkedIn profile, there is a bio for Eric Danetz, including his title as Global Chief Revenue Officer at AccuWeather, his education at Rutgers University, and his location in the New York City Metropolitan Area. At the bottom, a text box highlights a recent achievement: "Reuters becomes first global news provider to offer content on Google News Showcase".

Case Study: President & Corporate Channels, Novus Media



Social Media Follower Growth:

- 158% increase in followership/audience



Engagement Growth:

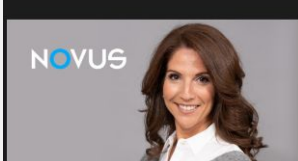
- 0 - 273 average monthly engagements

Additional Results/Earned Opportunities :

NOVUS President Debbie Drutz to Chair DPAA's WE.DOOH (Women's Empowerment in Digital Out-of-Home) Initiative

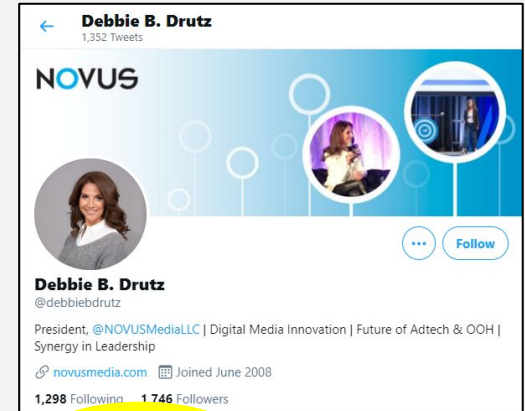


We recently virtually sat down with Debbie Drutz, President of NOVUS Canada, to hear her thoughts on the state of the OOH industry and better understand how programmatic buying fits into her organization and client's businesses. A seasoned past head of OOH, NOVUS Canada is the largest OOH and digital planning and buying specialist agency and Debbie brings her 20+ years of industry knowledge and expertise to the organization. Debbie is tasked with shaping the strategy and vision of the company, and driving growth for NOVUS and its partners.



"Who you v the word everything." Insight from Debbie Drutz, president of NOVUS Canada

Lessons from our interview with one of Canada's most inspiring marketing leaders.



Case Study: Monique Morrow President of the VETRI Foundation



Monique Morrow

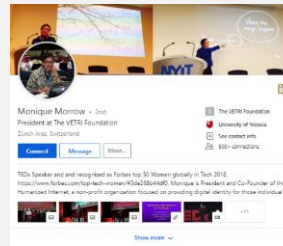
- AI Magazine's "Social Media Presence of the Year"
- Business World Magazine's "Social Media Champion of the Year"
- Over 20 speaking engagements since Qnary's works
- Numerous Board Seats
- Considered Top Thought Leader in Humanized Internet
- Over 20 blogs written and published by Qnary



“ Social Media is a very powerful tool as the “message” is delivered in exponential real time. I believe in an ecosystem of partners like **Qnary** to amplify both my individual brand and message[s].
- Monique Morrow



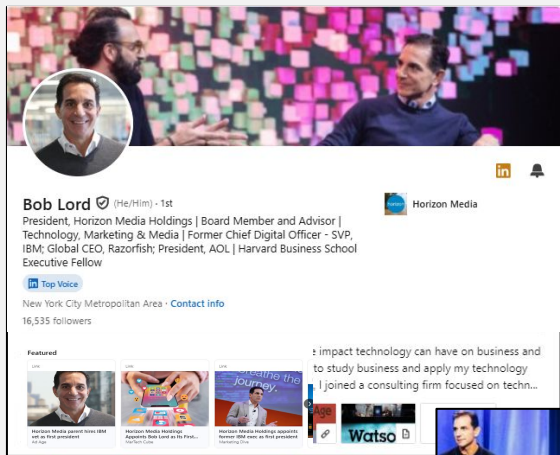
Audience



Case Study: Technology & Media Executive



Qnary works with Horizon Media President & Former IBM Chief Digital Officer to showcase the innovative and transformational initiatives that he and his organization delivers.



- Surge in Audience Growth (200%+)
- Top Voice on LinkedIn
- Increase in Engagement by over 100%
- Activated thought leadership content on SLACK for internal communications
- Connected Bob with other key digital influencers and Global employees within IBM



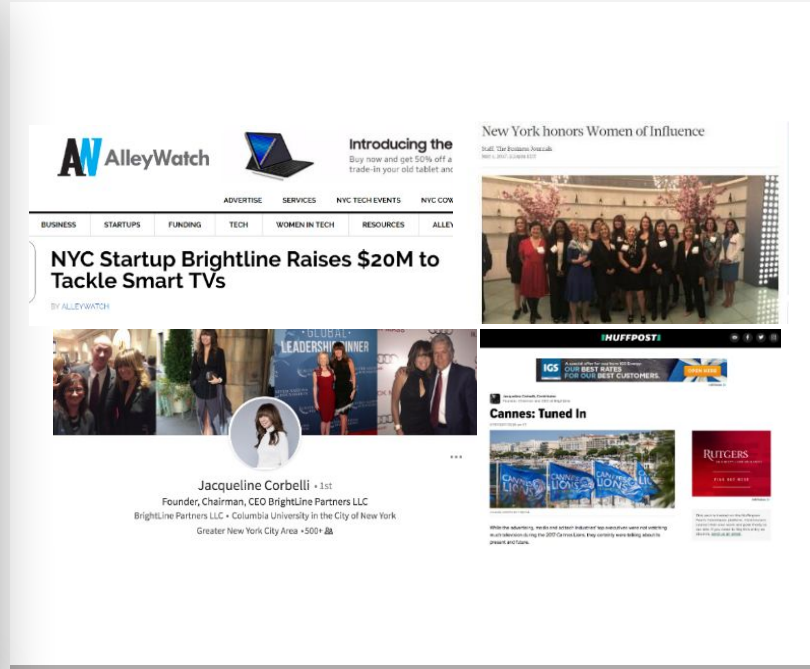
Case Study: Brightline – Startup Founder



Qnary worked with **Brightline** to promote the concept of TVTOPIA (the re-invention of TV) via the Company's Founder and CEO Jacqueline Corbelli and other top executives

BrightLine

- Successful buildout of brand and it's top 3 executives digital platforms including LinkedIn, Twitter, and Instagram.
- Over 2,886 posts delivered, including strategic campaigns promoting press initiatives and media relations activations
- Established thought leadership synergies with the IAB, Business Insider, Variety, Beet.tv and IDG Techtalk
- Launch and continual curation of the TVTOPIA newsletter (21 episodes to date)
- Follower increase ranging between 45 to 2812% with engagement rates between 1-3% across platform





Thank You!