



OmniGrade expert community

Curriculum Vitae

Who we are

Creative, active, thoughtful and caring people of different professions and nationalities, helping at the expense of their time and intelligence to develop innovative companies with ambitious strategic goals - clients of the Universal crowdsourcing agency OmniGrade.

Our role and position in companies

Our expert community can effectively perform the functions of the company's collective **Creative Director**, as well as part of the functions of **the Strategy Director** and **the Marketing Director**.

Where we are from

Russia, Ukraine, India, the United Kingdom, Germany, Latvia, Italy, Kazakhstan, USA, Belgium, Switzerland, China, Spain, Armenia, Israel, Moldova, Tanzania, Austria, France, Ireland, New Zealand, Portugal, Greece.

The expert community is constantly expanding, facilitating the emergence of ambitious new companies interested in using crowdsourcing as a tool for their development.

What can we do

- Find extraordinary creative solutions to the most complicated, apparently impossible business issues;
- participate in the implementation of decisions taken;
- develop new products;
- find ways to enter new markets;
- detect hidden risks;
- help make a choice between different strategic alternatives for business development;
- be with the company both in times of success and difficulty.

Our competences*

Sales management; entrepreneurship; supply chain and operations management; corporate finance; strategic vision; risk management; corporate strategy; investments; venture capital; finance; education; media; retail; beauty; law; information technology; international trade; antiques; art dealership; marketing communications; brand building; event organization; creating masterpieces; creativity; development of cultural projects; service quality management; business process optimization; business processes automation and digitalization; financial design; banking; journalism; publishing; yacht building; factoring; development of information systems; crisis management; image and reputation management; design; clean technologies; energy efficiency; mentoring and consulting; care; proactivity; common sense and wisdom.

** As indicated by our experts on registration*

Our interests and Hobbies

Travel, nature watching, sports, parenting, collecting, Lifelong learning etc.

Our motivation

The top-5 motivational factors as expressed by our crowd experts*:

1. Interest in the OmniGrade project as a whole.
2. Opportunity to acquire new knowledge, expand horizons, and learn a new profession.
3. Opportunity to enjoy solving complicated intellectual issues.
4. Opportunity to help professional career.
5. Opportunity to support innovative companies with ambitious and noble strategic goals and take part in achieving these goals.

** Based on the results of the survey conducted by Agency OmniGrade*

Our experts say

OmniGrade crowdsourcing project is very close to me in spirit, participation in it gives me the opportunity to make the world a better place. To be honest, I can't come up with a simpler and more effective way **to reach out to the business** that I care about!

I also like to solve real trouble-shooting cases along with the smartest **people we would hardly ever meet** with in ordinary life.

Every new business that starts updating in the format of omnisourcing becomes close and important to me, I begin to feel confidence in it and constantly think about how to make it better and more profitable...

As an OmniGrade expert I'm constantly impressed by the quality of the businesses using the service; it takes a **special type of business leadership** to make itself open to the advice and challenge of the crowd.

But in a highly competitive world, business leaders need to move and adapt quickly; crowdsourcing gives them a key tool to help them make such important decisions.

Sometimes the questions posed can be highly strategic, other times the discussions can become quite operational. For me, it's important to be able to stand back and look at what's critical for a business. So I may not respond to all the questions, but I hope that when I do, my thoughts can make a difference!

John Brehcist, business owner, UK

Schedule of our work

Each of us participates in solving issues in accordance with his personal schedule and capabilities. But in general, the process of finding solutions by the expert community takes place 24/7; our experts are always listening!

The results of the expert community's work are presented three times a year, at the end of 4-month periods. The first 4-month period is a kind of **trial period**. The first period is usually an opportunity for "getting to know you" and building common understanding.

Example of achievements: strategic partnerships

Our expert community has proposed dozens of unexpected strategically significant decisions that have been taken for implementation by OmniGrade clients. Specifically, we draw attention to solutions involving non-obvious strategic partnerships and alliances, the creation of which leads to a breakthrough in business for all its participants.

Examples of these alliances include:

- between a music festival and wine producers;
- between a clothing stores chain and hotel chains;
- between a fintech company and airlines.

How do we achieve productive and effective relationships?

1. Careful and thorough consideration of the proposals of the crowd for solving the company's issues and making decisions on each of them.

2. Regularly informing the expert community about the most important events in the company's life.
3. Fulfilment of obligations to the crowdsourcing project operator - OmniGrade Agency.
4. Gratitude and encouragement of the most active and useful members of the expert community is welcome and bring values.



Our moderator and his contacts

Chief moderator – **Hyrax* Smarty**

Key objectives

- to produce a creative atmosphere, comfortable for the supporters and voluntary experts of the clients;
- to guide the discussion of the issues set in such a way as to come to the most creative and effective solutions.

** Hyraxes are furry mammals the size of rabbits, which surprisingly are close relatives of elephants. In our platform they symbolize the opportunity to help see and develop the "the elephant's potential" in projects while keeping "the rabbit's size".*

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