

"You will not find a more tireless or tenacious partner than Leo Parente. He is motivated, and will work with you to set measurable, challenging - but achievable goals, then he will doggedly pursue achievement of those goals."

- American Honda Corp., SVP

"Leo Parente's professionalism and relentless focus on delivering results for his clients always made me comfortable knowing we had the right person helping us navigate a complex opportunity."

His tactical approach to variety of stakeholders and messaging of delivering simplicity with technology caught the attention of many. Leo was able to get us to the key leaders and decision-makers."

Tenacity, never giving up, and follow through identified him as a strategic Business Development partner for Shell and our opportunity."

- Shell Lubricants, VP

"I strongly recommend Leo Parente as a strategic partner, creative resource, and business development expert."

For Hertz, Leo crafted a multi-faceted partnership, sales, and marketing platform for my team that is a great example of his ability to stitch together multiple disciplines to create hugely impactful programs."

Leo is unique in that he combines creativity and vision with hustle. For someone like me who is very deliberative, having a more kinetic partner like Leo that can generate ideas, execute them, and then attack the outreach and sales cycle with such tenacity was hugely valuable. He is collaborative while also making things happen."

On a personal note, I really enjoy time with Leo. I loved seeing the impact we made on those around us by teaming up. I recommend you do the same!"

- Hertz Global, EVP

"Leo brings a high level of analysis, strategy, and passion to his projects. Each time I have worked with Leo he remains focused on the details needed to finish the project, but also keeps his eye on the big picture. When Leo says he will do something, it gets done."

- Amazon Web Services, VP

"Leo guided brand strategy on a few media properties and in the end proved his ROI. He is a real pro, understanding brand strategy across several product categories / media platforms. He was a pleasure to work with and given the opportunity I would rehire him."

- Hearst Auto, President

"I've found Leo to be a very knowledgeable and highly personable consultant. If you are seeking a value-added approach for your strategic marketing efforts, I'd recommend Leo highly."

- Market Probe Research, President

"Leo is effective, true to his word, and expedient. If you need results, Leo will not waste time and is efficient at eliminating waste / red tape. He is also funny, something I find important when working on projects of magnitude. He brings drive, spirit, strong values, and ability to projects he undertakes."

- MySafe LA Executive, Director

"Leo is responsive, a pleasure to work with, and... a total 'big-picture' guy."

- CARO Consulting, CEO

"Leo is a tireless professional who is motivated to produce 'win-win' opportunities. He possesses a wonderful attitude and is a persistent brand champion."

- Schulman Group, Principal

"I've known Leo professionally for over 15 years. His PDCA strategy is a powerful asset not to be underestimated: when Leo gives his word, you can count on results."

- Lime Rock Park, VP

Toyota Motor Sales USA – Annual Performance Reviews – “Consistently Exceeds Expectations” Appraisals

"Instrumental in TMS Sales success.... Created programs & established rapport with Dealers to inspire record levels of Regional \$\$ activations.... Improved Budget efficiencies & Cash-Flow speeds by 50%.... Quickly grasped the complexities of his Department & expanded its importance to TMS objectives results.... Excelled in Initiative, Teamwork, and Leadership"

- TMS, Corp. VPs & EVPs

Ford Motor Company – Annual Performance Reviews – “Excellent High” Appraisals

"Exemplifies originality & innovation w/ Special Edition Vehicle creations that generated Dealer orders & Customer sales.... Activated unique Training programs & Dealer-Group Advertising campaigns.... Delivers above & beyond Quantity & Quality of work.... Executes his own Cost-Save controls.... Inspires Team morale & rapport.... Highly-motivated.... Aggressively accomplishes & exceeds objectives"

- FMC, Regional & Corp. Execs



PDCA EXPERIENCE *CLIENT COMMENTS*

"Sees the reality of a situation and delivers insightful solutions that work."

"Great coaching and motivating advice."

"Process designers and team builders."

"The candidate exactly fit our needs and personality."

"Knows how corporations think. Knows how to sell to them."

"Consistent, creative, accountable."

"Understands brands and how to tell their story."

"Helped us make more money."

 *Referrals available upon request.*

18