



RETAIL 360 SUBJECT MATTER EXPERTS

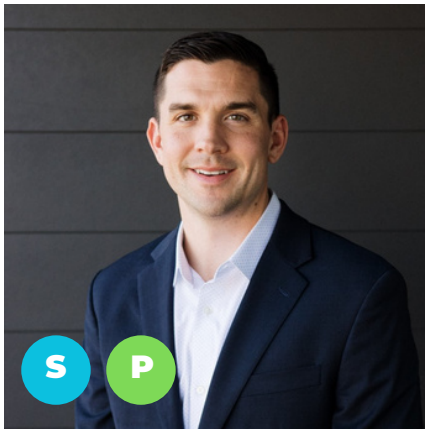
Which Retail 360 you can find them:  Southside  Peninsula

Security: Digital and Physical



Philip Scotti, Philip Michael Fashion for Men

Philip Scotti is the owner of Philip Michael Fashion for Men, a successful chain of men's clothing stores in Hampton Roads. Known for his dedication to customer service, Scotti ensures that his stores offer high-quality, stylish apparel. Additionally, he is adept at managing the physical security of his stores, ensuring a safe and secure shopping environment for his customers. His business approach combines integrity, style, and operational excellence, making his stores a trusted destination for men's fashion in the region.

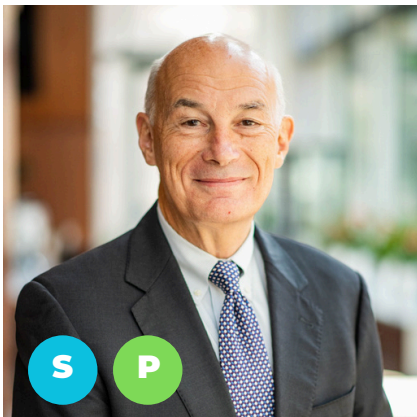


Greg Tomchick, Valor Cybersecurity

Early in his professional endeavors, Greg Tomchick made a drastic career pivot into the cybersecurity industry, having zero experience on his resume, to just a few years later reaching the highest professional ranks in the industry. Having advised more than 250 businesses, he is now the CEO of Valor Cybersecurity, where he leads a team of experts helping executives and their teams implement a culture of security and protection into their digital businesses.

Greg is a family-man, former professional baseball pitcher, cybersecurity expert, author, and international speaker who is constantly seeking to catapult himself and others in a positive direction.

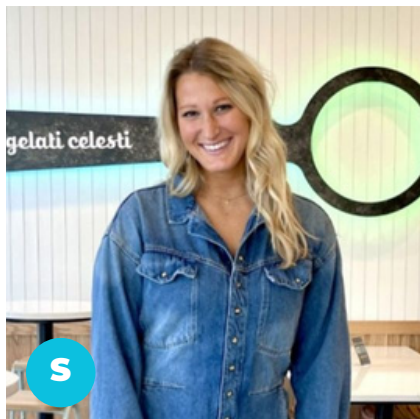
Financial Management & Cash Flow



Bill Holloran, Hampton Roads Small Business Development Center

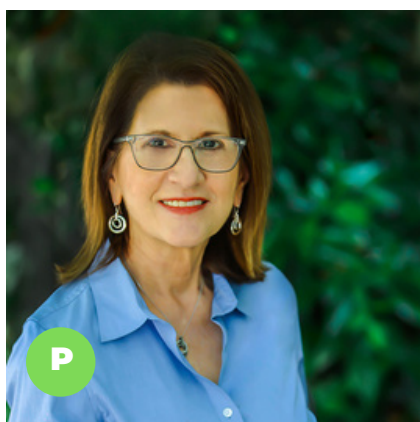
Bill Holloran serves as the Business Analyst for the Hampton Roads Small Business Development Center. In this role, Bill provides managerial and technical assistance services, including marketing and sales, management and operations, and access to capital, to small businesses in the Hampton Roads region. His skill set includes operational management. Bill has been with the Hampton Roads Small Business Development Center since 2020 and worked in economic development as a consultant and volunteer for three decades.

Customers: how to grow customer base, physical and digital customer experience



Suzy Rosser, Gelati Celesti

Suzy Rosser is the co-owner of Gelati Celesti, a popular ice cream brand in Hampton Roads. She, along with her brother Tom Rosser, recently took over the business from their parents, Steve and Kim Rosser. Suzy has been with Gelati Celesti since 2009, starting as an Assistant Store Manager and then after some time away at school and pursuing other career opportunities, became the Director of Retail Operations in 2020. She has extensive experience in hospitality and retail management.



Pamela Katrancha, Garden Gazebo

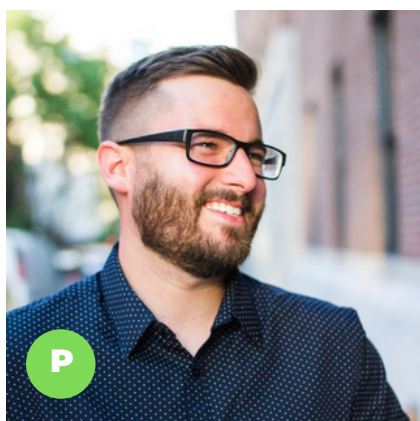
Pamela Katrancha was the owner of Garden Gazebo, a popular store in Hampton Roads known for its high-quality outdoor furniture and home décor. Renowned for her exceptional customer service, Pamela ensured every shopper had a personalized experience. During the COVID-19 pandemic, she successfully integrated e-commerce with her physical store, gaining national attention on QVC and HSN. Despite closing Garden Gazebo in April 2023, Pamela continues to mentor aspiring entrepreneurs of all ages, consult with retailers, and contribute to the retail and wider Hampton Roads community.



Kaycee McCoy, Create/Captivate

Kaycee McCoy is the founder and CEO of Create/Captivate Digital Marketing, a military spouse-owned marketing and design studio in Norfolk, Virginia. Established in 2010, Create/Captivate offers services such as social media audits, branding, photography, and web design. Known for her creativity and personalized approach, Kaycee has successfully grown her company into a respected name in digital marketing.

In addition to her work at Create/Captivate, she also co-owns Pawsnickety Pets, a holistic pet supply boutique.



Michael Kimball, Consociate Media

Michael Kimball is a Partner and Chief Brand Strategist at Consociate Media, joining the firm in 2019 after a successful career at The Williamsburg Winery. At the winery, he served as Marketing Director and Vice President of Marketing, where he significantly boosted the brand's presence and sales through innovative marketing campaigns and initiatives. Michael's expertise in storytelling and branding, especially in the Virginia wine industry, has made him a valuable asset to Consociate Media.