



Marketing Systems That Actually Work. Built by Operators. Designed to Run.

We build and run the marketing and commerce systems your business depends on, so your team can stop fighting the stack and get back to your customers. An AI-First MarTech firm built by operators, with 50+ years of combined experience behind it.

THE GAP WE FIX

The distance between your marketing strategy and the system meant to run it.

Most companies find us in one of these moments.

🕒 No room left to think
 You need someone who has run this before to look at it cold and hand you a plan you can act on quickly.

⌘ Outgrown your workarounds
 The system runs on manual steps and one person's memory. We build the real thing, with no dip at launch.

⚡ Need AI to actually deliver
 We run the system with you, put AI where it earns its place, and own the guardrails so you are not guessing.

One team owns the whole arc, so nothing falls in the gap between the people who plan and the people who do.

THE MODEL

Advise, Build, Run

- 1 Advise.**
Customer journey and requirements first, never tools. We map what you actually need before anyone names a platform.
- 2 Build.**
Commerce, MarTech, data, and revenue systems. Built to run for years, not replatformed every two.
- 3 Run.**
We stay on to operate it: live, secured, and improving, so your team stops firefighting the system.

One team owns the whole arc, so **nothing falls in the gap** between strategy and execution.

WHO WE SERVE

Built for mid-sized companies

Mid-sized companies are our core, with a particular focus on B2B focused companies, manufacturers, and commerce brands. We have a small businesses track with lighter path to the same wins.

WHY COMPANIES CHOOSE US

- ✓ Operators, not performers. We have run the systems we now build, the work holds up in production.
- ✓ **AI-First, so the math works.** A lean team runs systems that used to take a department, so you do more without adding headcount.
- ✓ **Built to run.** We do not hand over a project and disappear. We operate what we build, so your team stays out of the firefight.
- ✓ **One accountable team.** Strategy, build, and operation under one roof, with security built in.

WHAT WE BUILD AND RUN

Commerce platforms · most requested

- MarTech build & modernization
- Data strategy & infrastructure
- Revenue Operations
- AWS & AI infrastructure
- AI content activation
- Vantage · RevOps lead-gen
- Managed security · with CyberGlobal

PROOF MyWhiteBoards, an OptiMA Inc. company

A 3,300-product manufacturing commerce platform, **rebuilt and run by a two-person team.**

3,300+
PRODUCTS

442
SEARCH-READY PAGES

15+
INTEGRATIONS

0
RECORDS LOST

0
DIP AT LAUNCH

"We mapped the customer journey, found the friction, and rebuilt around it. The new platform makes our products easier to design and order, and gives resellers and frequent buyers one place to manage their orders, addresses, and pricing."

Christopher Klimavich, CEO, OptiMA Inc.

Find out what is actually holding your stack back.

[📧 Book a free evaluation](#)

A free evaluation is a real look at your stack and a straight answer on what to fix first. No deck, no obligation.

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