

JeffGraham

Consulting & Support Services
Signage & Branding Industry Resource

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THE BASICS

I provide consulting and support services related to signage and branding of nearly every type and scope. Please refer to the **SERVICES** section below for more details.

I am a resource. I provide services on an as-needed basis, and do not require substantial or long-term commitments. Services are provided to the extent desired, which may range from being an occasional asset to being involved in a long-term program or project.

I am equally comfortable serving in a lead role or in a supporting role, depending upon the task, scope and nature of the initiative. I enjoy being the creator or a contributor. Consider me a utility-player.

My services can be utilized to:

- ▲ Bring a unique ability or expertise to an initiative.
- ▲ Temporarily expand the bandwidth of your existing team due to heavy workload or other circumstances.
- ▲ Take advantage of my geographic location in Tennessee to be your "boots-on-the-ground" when it is not practical to send your personnel.

In addition to assisting with your external initiatives (implementing products and services), I can also assist with your internal administrative and operations initiatives (establishing, expanding or improving your systems and procedures or other infrastructure).

One of my primary objectives is to flush out and scrub the details applicable to each task so you can confidently make informed decisions.

My services are offered to:

- ▲ Sign Companies
- ▲ Designers
- ▲ General Contractors
- ▲ Architects
- ▲ Engineers
- ▲ Developers
- ▲ Brand Implementers
- ▲ Property Management Firms
- ▲ End-Users

Please refer to the **EXPERIENCE** section below for more details regarding my qualifications.

SERVICES - GENERAL INFO

Types of Products

- ▲ Signage
- ▲ ATM Elements (Surrounds, Toppers, Headers)
- ▲ Architectural Elements
- ▲ Canopies & Awnings
- ▲ Graphics
- ▲ Fixtures
- ▲ Furniture
- ▲ Displays (Static, Electronic)

Facility & Property Types

- ▲ Retail Stores & Spaces
- ▲ Corporate Facilities
- ▲ Branded Environments with Experiential Graphics & Wayfinding
- ▲ Commercial & Industrial Facilities
- ▲ Sports & Entertainment Venues
- ▲ Mobile Operations
- ▲ Other...

Categories

- ▲ Exterior & Interior Scopes
- ▲ Program-Wide & Site-Specific Tasks
- ▲ Establishing New Programs or Expanding and Improving Existing Programs

SERVICES - TYPICAL PROGRAM & PROJECT TASKS

Strategic Planning & Data Collection

- ▲ Multi-Site Process, Procedures & Protocol Development
- ▲ Brand Survey Process Development & Training
- ▲ Technical Survey Process Development & Training

Scope Development

- ▲ Design Translation
- ▲ Program Family Development
- ▲ Technical Specifications Development
- ▲ Material Research & Evaluation
- ▲ Reface & Retrofit Standards Definition & Documentation
- ▲ Technical Drawing Coordination & Review (Design Intent Drawings, Shop Drawings)
- ▲ Escalation & Protocol Definition
- ▲ Program & Project Manual Development

Implementation

- ▲ Program & Project Standards Training for Staff & Partners
- ▲ RFI & RFP Process Assistance
- ▲ Addenda & Clarification Creation & Distribution
- ▲ Sample Submittal Coordination, Review & Registering
- ▲ Prototype Process (Scope Development, Coordination, Review, Report, Revisions)
- ▲ First Article Reviews & Reports
- ▲ QC Process Development & Implementation
- ▲ QC Visits & Reports (Suppliers of All Tiers, Including Outsource)
- ▲ Punch Process Development & Training
- ▲ Closeout Procedures

SERVICES - ANCILLARY

Internal Initiatives

- ▲ On-Boarding New Clients
- ▲ On-Boarding New Projects for Existing Clients
- ▲ Technical Training for Project Managers or Design Personnel
- ▲ Technical Support for Sales Team (Including Sales Visits When Technical in Nature)
- ▲ Collaboration & Training with Outsource Partners

Specialty Tasks

- ▲ Site Investigations & Reports (New Project, Scheduled Review, Failures, ROM)
- ▲ Hi-Rise Project Scope & Process Development
- ▲ Problem Solving & Solutions Development

MY EXPERIENCE

YEARS

45+ years of experience in this industry covering a variety of roles within nearly every type of signage and branding program and project. My experience in this industry goes all the way back to summer and holiday breaks during high-school. It's basically all I've ever done.

ROLES

Most of my roles have been technical in nature, including many years as a technical consultant. Even the positions I've held in sales and business development provide a more comprehensive understanding and perspective of the technical needs of providers and end-users.

HANDS-ON

Much of my time in the industry has been hands-on. I have visited well over a hundred manufacturing facilities and several hundred job sites. My time in the shops and the field provide me with a deep understanding of the realities in the manufacturing process as well as what is practical to install. Some details work in drawings but not in reality, and I can spot them. My experience yields practical guidance.

ELROD & COMPANY

I was co-owner of Elrod & Company, one of the first signage engineering and management consulting firms in the industry. Elrod & Company's founder pioneered systematic multi-site rebrand procedures for banks in the mid-80s, beginning with Signet and Crestar. I then advanced those procedures for application on other financial brands as well as adapting them to other business segments.

GRAHAM ASSOCIATES

I was owner of Graham Associates, a consulting firm focused on technical advancement of programs and projects.

COLLABORATION - ENGINEERS

While I am not a licensed engineer, I have collaborated with many engineers, including in-house vendor engineers as well as third-party professional engineers. I understand engineering principles and speak the language of those providing the engineering and those utilizing and implementing the engineering.

COLLABORATION - DESIGNERS

My collaboration with designers is wide-ranging. I have a special affinity for the process of design translation, which involves listening to and understanding the designer's desires, then developing the technical details that bring the design to reality in the intended application.

ADAPTING

Whether board room, corporate office, shop floor or job site, I adapt well to any work environment.

FAST-PACE MULTI-SITE

I have served in key roles for many fast-paced multi-site projects including AT&T Mexico, BP Amoco, Burger King, CVS, Holiday Inn, Mellon Bank, NatWest Bank, TravelCenters of America, Truist Financial, and more.

HI-RISE

My extensive experience with hi-rise projects includes logos up to 21', heights of over 700', helicopter lifts, temporary cranes, and sectioning to fit in freight elevators. I have all-encompassing experience with hi-rise pylons, up to 950 square feet and up to 160' overall height.

TRAVEL

I travel well, with efficiency, covering the entire USA, plus other countries when needed. I have on-site implementation experience in Mexico, Canada, and Costa Rica. I have guided and been involved in projects in several other countries.

EXAMPLE PROGRAM & PROJECT INVOLVEMENT

- ▲ Accenture
- ▲ Aramark
- ▲ Arby's
- ▲ AT&T Mexico
- ▲ AutoZone
- ▲ Bank of America
- ▲ Bank United
- ▲ BP Amoco
- ▲ Bridgestone
- ▲ Burger King
- ▲ Cracker Barrel
- ▲ CVS
- ▲ Exxon
- ▲ Facebook
- ▲ Family Dollar Stores
- ▲ Holiday Inn
- ▲ ITG
- ▲ Jaguar Land Rover
- ▲ Mellon Bank
- ▲ NatWest Bank
- ▲ Panera Bread
- ▲ Phillips Petroleum
- ▲ Saturn
- ▲ Sonic Drive-Ins
- ▲ Stripes Stores
- ▲ TA TravelCenters
- ▲ Truist Financial
- ▲ Waffle House
- ▲ Walgreens
- ▲ Yum Brands

Multi-Site | Single-Site
Exterior | Interior
Domestic | Global
Retail | Corporate
Branded Environments
Wayfinding Solutions
Hi-Rise | Mid-Rise
Signage | Graphics
ATM Surrounds | Toppers
Architectural Elements
Fixtures | Furniture | Displays
Strategic Planning
Design Translation
Scope Definition
Surveys | Data Collection
Technical Design
Strategic Sourcing
Implementation
Technical Training
Prototype Process
QC Procedures | Audits
Site Investigations

PLEASE CONTACT ME

Let's explore potential opportunities to work together!

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Or contact me via the contact option on my website: www.jgcoss.com

Thank you for your consideration. I hope to have an opportunity to serve you.

