Enterprise Service Architecture

Strategic Reputation Defense & Asset Management

PREPARED FOR BOARD & LEGAL COUNSEL | PRESENTED BY RYAN SHERMAN JR.

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“We don’t erase — we out-position.”

Reputation is an asset to be engineered, not just repaired. We move beyond reactive tasks to build a comprehensive system that protects and elevates the enterprise.

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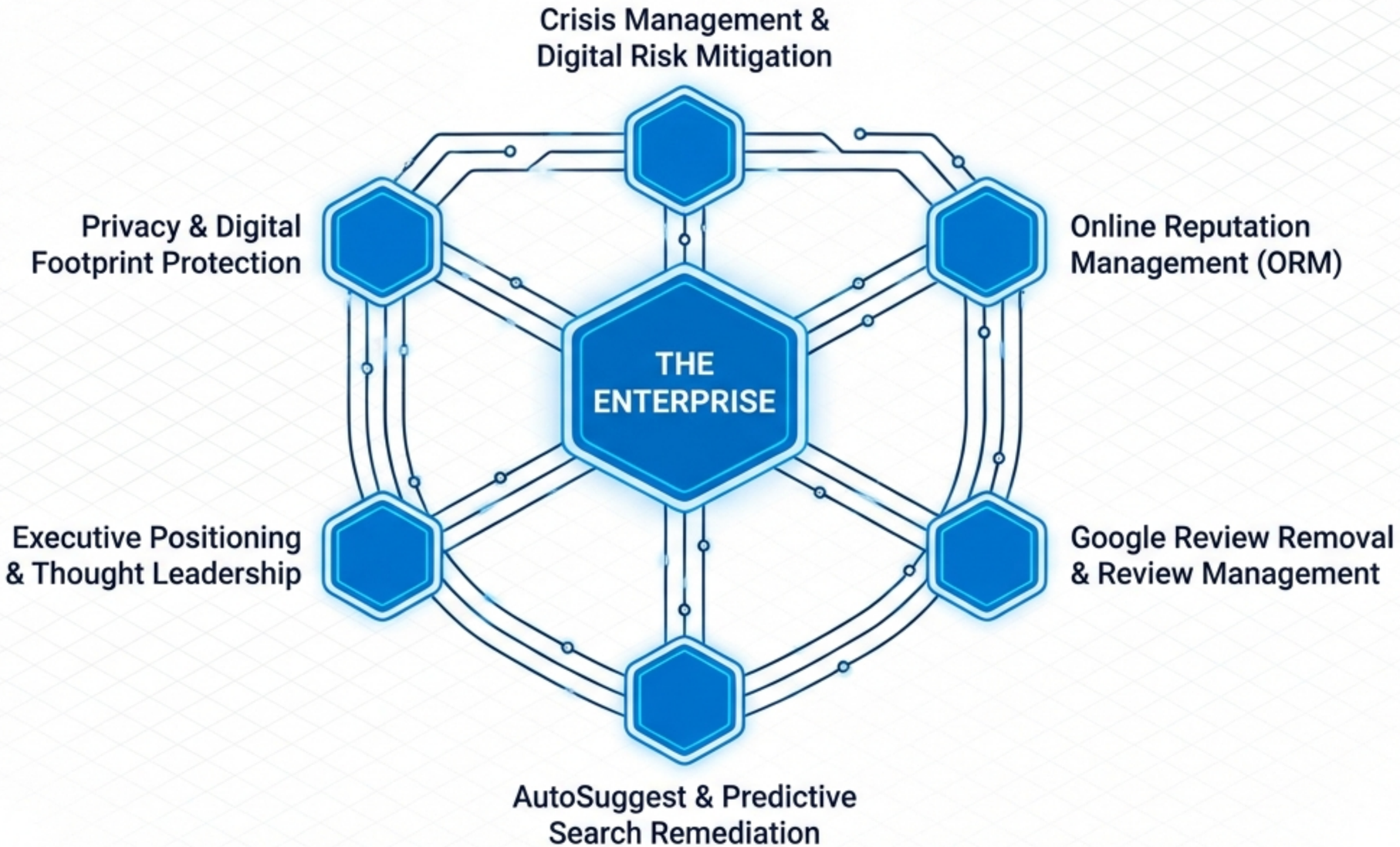
The 6-Pillar Ecosystem



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Crisis Management & Digital Risk Mitigation

High-Stakes Stabilization

Managing high-profile media cycles including SEC, DOJ, litigation, and regulatory matters.

Search Result Rebalancing

Narrative stabilization across Google search results to neutralize volatility.

AI Containment

Narrative stabilization across AI-generated search summaries to ensure machine-generated answers reflect the strategic narrative.

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Privacy & Digital Footprint Protection

The Perimeter

Ongoing monitoring and digital insulation to detect threats before they escalate.

Data Broker Removals

Systematic removal of personal information from data aggregators to reduce vulnerability.

Information Suppression

Personal information suppression strategies to secure the individual's digital footprint.

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Online Reputation Management (ORM)

Digital Real Estate

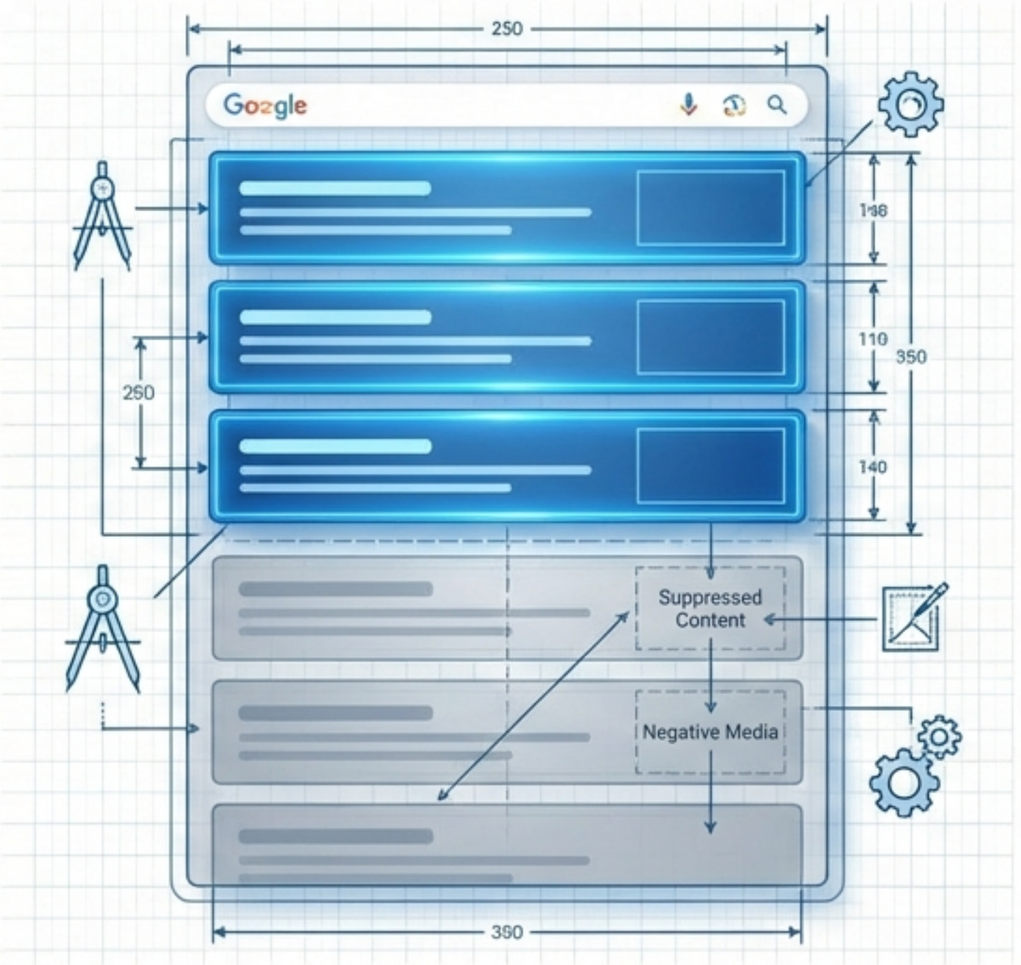
Strategies for page-one search dominance, ensuring the client controls the primary information gateway.

Suppression

Active suppression of negative media coverage to push adverse content off the visible spectrum.

Asset Architecture

Authority asset creation and SEO architecture to displace unwanted narratives permanently.



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Google Review Removal & Review Management

Correction

Removal of policy-violating reviews that damage brand equity.

Repair

Comprehensive reputation repair campaigns to restore trust baselines.

Growth

Review acquisition strategy to strengthen ratings and insulate against future negativity.

Before & After: Star Rating Lift

+1.7
Star Increase

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AutoSuggest & Predictive Search Remediation

Pre-Emptive Control

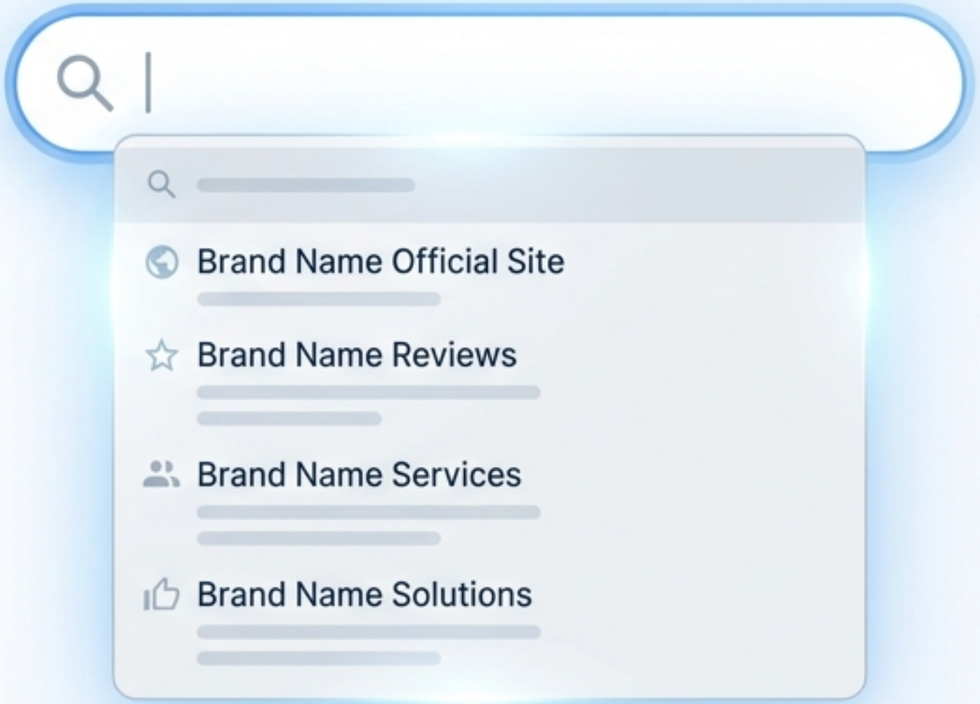
Removal and reduction of harmful predictive terms that bias the user before they finish typing.

Brand Reinforcement

Strategies for branded search reinforcement to guide users toward positive queries.

Ecosystem Surveillance

AI-driven search ecosystem monitoring to track shifts in predictive algorithms.



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Executive Positioning & Thought Leadership

Tier 1 Placement

Strategy for placements in elite publications like Forbes and Entrepreneur.

Authority Building

Content campaigns designed to establish the client as a market leader.

Media Strategy

A proactive approach to shaping the public profile of key executives.

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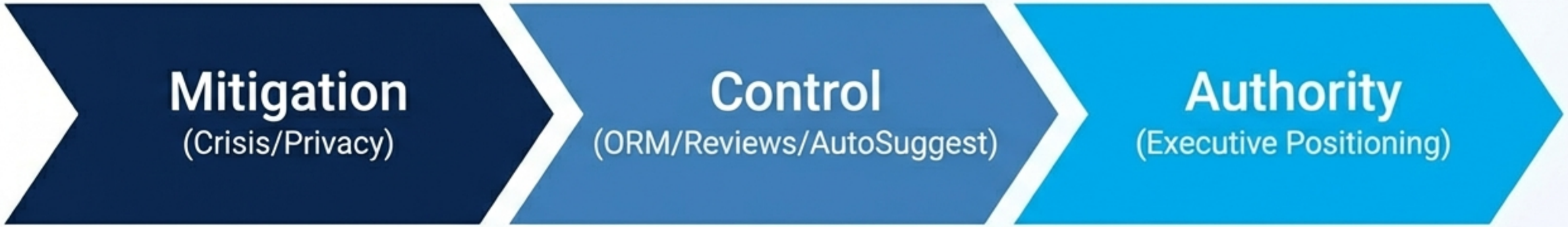
The TBR Standard

By combining defensive insulation with offensive positioning, we provide a complete Enterprise Service Architecture.



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Confidential Consultation

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Secure the narrative.

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