



**Media Advisory July, 1 2019:** SUCCESSMENT PLANS LAUNCH IN NEW YORK CITY, NY

**Successment wants employer facing technology to BE BOLD, TELL THEIR STORY and DRIVE SALES. They are elevating bold solutions improving employee health & experiences.**

Successment announces the launch of their company a modern brand identity and marketing solution focused on elevating the status of cutting edge employer facing technology and solutions.

Successment integrates brand strategy, creative design, digital marketing, public relations, digital communications, SEO/UX techniques and positioning tactics to enhance the status of select brands.

The company was founded this year by well known health benefits consultant Jonathan J Mentor who pivoted careers and launched Successment as a solution for employer technology & services brands struggling to effectively communicate their solutions to the masses of employers who want to produce better results for their employee populations. After seeing the need for clear value propositions for bold solutions during his time as a consultant, he began to organize Successment.

While still in pre launch, Successment quickly gained the support of global entrepreneurs Francois Moderrasse and Irfan Jafrey who currently sit on the company board of advisors. Both advisors have been behind the successful launch of several technology ventures. Irfan has appeared in Forbes and Inc. Magazines.

Successment is at the crux of employee health, media and marketing and plans to impact employer outcomes by more clearly communicating the ingenious solutions available to them that lack the visibility to scale.

"It's not about who you know, it's about who knows YOU. There are a number of electrifying solutions I've seen that I would have expected to have exploded on the scene. The employer technology landscape is opaque, without clarity behind the message you can't create a bold impact" says Mentor of his decision to pivot careers and found Successment as a way to combat the Health Crisis and empower the employee population from a different seat.

In 2018, emerging health technology aimed at improving health or employee wellness attracted \$28.8B in capital according to Forbes Magazine. Successment is in the perfect position to elevate these solutions and bring them in front of the right buyers. With greater market share and visibility, Successment's clients can create the impact they set out to make by creating new technologies, services or programs.

**COMPANY MISSION:** To elevate bold solutions and services within the employer technology space by strategically positioning their brand, driving sales and eliminating barriers of communication essential to improving employee health & experiences.

