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Humana.

Jennifer Willis



As the VP of Sales for Humana, I've been exposed to many marketing companies over the years. When I was introduced to Reset Strategies by one of our broker partners, I expected that they would be similar to other marketing firms we worked with in the past. We engaged them for a 30 day Reset and were pleasantly surprised. The sessions with us were extremely valuable. The content exposed us to ideas and execution strategies that we hadn't thought of before.

At the conclusion of our 30 day Reset they put together a growth plan complete with all the strategies and tactics recommended to achieve the results we desired. The plan included several things that were "done for you." This is important for us because there's not enough time in the day to accomplish everything we'd like...and we certainly appreciate the value of implementation.

Great connection for any company who is looking for unique and innovative strategies to grow.



Brian S. Mazar



Reset Strategies is a very unique and exceptional marketing company. Their approach and ideology coupled with a genuine focus on results makes them stand out of the crowd. Once you spent a little time with Chad and or Brad (Principals of Reset Strategies) you will not want to work with any other marketing firm. Brian S. Mazar, MBA American Fortune Mergers & Acquisitions



Darryl Isaacs



Working with Chad and Brad is like having your own one-two knock-out punch for marketing. They have seamlessly integrated and co-opted traditional non-legal marketing techniques into our firm's marketing plan taking both to the next level. Their practical and detailed strategies have encouraged our staff to embrace their ideas with amazing results. The Reset Strategies team's enthusiasm is contagious. No project is too large and no detail too small for them to tackle. The bottom line is they have passion with a purpose. Good work, guys!



Greg Rollett



These guys are the real deal. They understand how to go deep inside a business, not just look at the surface level and give quick fix solutions. They get to the root of the problem, find the opportunities and help you capitalize in a big, big way!



Steven Memel



Reset Strategies is one of the most innovative marketing firms I've ever encountered. Over the years I've had the privilege to work with and share the stage with Hollywood Celebrities like Adam Levine (Maroon 5, The Voice), Drew Barrymore, Justin Long and many others. I've also consulted for multi-million dollar businesses. I know what it takes in commitment, clarity and skill to be at the top. I hold Chad Celi and Brad Gaines in the same light. I've witnessed them "reset" multiple businesses and the results have been nothing short of amazing. I've also know Chad on a personal level for 17 years and know him to be a person of honesty, integrity who holds himself to high personal standards. I've only known Brad for the last few years, but have had nothing but excellent dealings with him. Both Brad and Chad have added key ideas to my brand. We have all heard people talk about results. Reset gets them. Reset is the real deal. Steven Memel



Todd Schumacher



In 20 years of running radio groups, and now with my own digital advertising company, seldom have a seen the level of expertise that I see at Reset Strategies. I've had the pleasure to work with Brad Gains and Chad Celi several times over the past eight years. We work with Reset Strategies on several shared accounts and I continue to be impressed with the creative approaches, bold insights, and passion for client results I see from them.



Laura Watkins



Working with Reset Strategies was one of the best decisions I've made for my business. They helped me think more strategically about how to attract new guests to my salon/spa and establish new business relationships that I could share referrals with. Every time they come to meet with me, they are prepared with new ideas and thought provoking questions about my current marketing strategies to help me make more of an impact! True professionals that you can trust and experts in their field!



Anabel Valdez



My name is Anabel, owner of Anabel's Oriental Rugs. As a business owner sometimes we get too involved in day to day business and can't see other possibilities. Chad Celi has really opened my eyes to the many non-traditional ways of attracting new clients and generating revenue. I've been in business over 13 years and have been exposed to hundreds of "marketing" consultants...Chad Celi is one of the best. Highly recommended for any business owner.

Christopher Boghosian



Chad at Reset blew me away right-off-the-bat! First off, he respectfully and patiently listened to my business needs and concerns; he asked great questions pertaining to my particular situation. He then built upon what I gave him, rather than implement a generic strategy. Chad loves to think outside the box, but has an invaluable way of doing so "within the box" of one's available resources. Anyone can come up with exorbitant ideas - Chad's greatest talent is coming up with impactful strategies that can actually be implemented. Highly recommended!!!



Ryan G



I've personally witnessed Reset Strategies go from an idea on paper to a powerhouse company that serves household name businesses...all in less than 5 years. You don't do that by being stupid. You do that by being different, working smart, and above all else, delivering massive results for clients. I would place Brad Gaines and Chad Celi, the two principals, toe to toe with the best marketing minds in the country. In addition, I've seen them in public speaking engagements and they are both informative and entertaining. I'm a Realtor and Investor and I have tapped Reset countless times over the years for tips and strategy sessions. There is no question that we are lucky to have them as a local resource.



Matt Reed



I'm Matt Reed, the Executive director for the YMCA Safe Place Services. When youth, teens and young adults in crisis need somewhere to stay, someone to trust or someone to listen, Safe Place is here to help — every day, around the clock. I asked Reset Strategies to assist us with consultation on how to maximize our fund raising development potential, align our strategic plan with the right resources, and increase the awareness of our mission and community impact. I've been impressed by their ability to apply their expertise to the non-profit sector. They are creative and passionate about their work, provide us with focus and clarity to our direction, and work successfully as an extension of our development team. Thanks Brad and Chad!



Jeff Kennedy



HKC has been doing business with Reset for about 6 months now, over those 6 months Chad and Brad have helped us increase the volume of calls we receive through our website dramatically and given us some excellent advise on how to create a better referral program for our industry. They have even looked over some of the programs we already had in place and made suggestions on how to make them better. Together these guys have a wealth of knowledge and creativity.



Steve Bates



I have been a client of Reset Strategies since 2010 and I have always been amazed by the advice that I get from this company. I have been exposed to marketing at Fortune 500 companies and I see Reset strategies being superior in many ways to the marketing departments of these large corporations. They are able to think outside of the box and provide solutions that are practical and effective.

Stephanie Grooms



My name is Stephanie Grooms and I am the Circuit Clerk Liaison at the Trust For Life. I am relatively new to the organization, however I have been blown away by Reset Strategies' unique approach to marketing. In my first 2 weeks of employment with the Trust, I had the privilege of seeing them present at our "In the Green" training for the Deputies at the Drivers License offices here in Kentucky. They were energetic and informative and everyone in attendance left feeling recharged and enthusiastic about our mission. This enthusiasm has translated into increased numbers on the Organ Donor Registry, allowing us to be that much closer to "ending the wait".



Joe Bonura



I spent over 20 years of my career in advertising and marketing. I was introduced to Brad Gaines and Chad Celi by a mutual friend several years ago. I was impressed with their energy level, creativity, honesty, integrity and commitment to their clients. Five years later, I am still impressed with what they have been able to accomplish for the people they work with. I have heard nothing but good things about their performance. I even recommended them to one of my clients. Brad and Chad are a breath of fresh air in a stuffy room.



Shelley Snyder



I consider it an honor to be a client of Reset Strategies. They are committed, passionate, and willing to do whatever is necessary to help our organization improve. From the beginning, they listened and learned from us - then looked at the entire picture of our organization. After sound research, they found ways to dramatically increase our awareness initiatives and fundraising - without adding staff, cost, or traditional advertising fees. They are a fresh pair of eyes that teach me to think outside of the box - so we work smarter. They are clear in their goals & strategies from the beginning. We have received the ROI they guaranteed - and MORE. With a few simple changes - in fact, just 4 words, we have tripled (and maintained!) our fundraising efforts in target counties. Whether they're traveling with us to Eastern Ky to assist with our trainings or responding to emails quickly (even on nights & weekends), they are dependable partners.

Diane Karem



Recently I attended a seminar hosted by Brad and Chad of Reset Strategies. I have been in sales for a little over 25 years and have attended numerous sales seminars which are usually all the same boring information. Reset Strategies seminar was different. It was interesting, insightful and engaging. Their interactive style engaged their audience as well as provided valuable information on the sales process. They have a unique chemistry which enables them to play well off each other making them enjoyable to watch thereby making the information more likely to be retained. They obviously are very versed in the psychology of the sales process. I highly recommend attending one of their seminars or hiring them to do a private seminar for your sales team!



Dance Louisville



Brad and Chad of Reset Strategies recently worked with our dance studio, Dance Louisville to create a clear plan for our business, our systems and our marketing. As the owner of an 8 year old small business, I found myself consistently working 'in' my business not 'on' my business. I never had a clear plan on how to take things to the next level. 6 months after implementing the strategies that Reset laid out for us, we are on track for our biggest year by far! I recently hired a new teacher to handle all the new business. The best part is that as a business owner I have a clear plan on how we have gotten to such a good place. They have me more excited about working 'on' my business then I have ever been.



Amy Yuda



Working with Reset Strategies has been an incredibly positive experience for my organization. As a non-profit agency (that works under an umbrella agency), we have our fair share of struggles when it comes to marketing and fundraising. Chad and Brad hit the ground running when they walked through our doors and had no qualms delving immediately into conversations that were slightly uncomfortable, but needed to happen. It was only through getting everything out on the table that we were able to open our eyes, our minds, and truly “reset” our way of thinking. And through that shift in thinking, we were finally able to see opportunities for improvement. We are not even finished with our “reset” and we have already implemented many of Chad and Brad’s recommendations. I can’t say enough good things about this dynamic duo and feel very lucky that we crossed paths with them.



Lorri Malone



I really enjoy working with Reset. They bring great ideas and terrific energy to any project and have been a valuable resource for KyCPA.



Christopher Meza



Chad and Brad are very intelligent and knowledgeable, best of all they're honest!

Sharon Ernst



My name is Sharon Ernst and I’m the Program Administrator for the KY Circuit Court Clerks’ Trust for Life. Our organization is a non-profit that helps save more lives through organ donation in the state of KY. Many people continue to lose their battle for life while waiting on a transplant so we hired Reset two years ago to help “End the Wait.” My colleagues & organization have been very excited watching the organ donor registry grow and the donations increase since our partnership started. We have seen double digit growth in both areas which has been so satisfying! Chad & Brad are a valuable addition to our cause and I highly recommend them. We love those guys! –

Mike Crombie



Just started working with Brad and Chad of Reset Strategies. They have provided much needed guidance on building a web presence for my company. They have thought outside of the box to help me develop more ways to increase my sales and employee productivity. Couldn't be happier with the new partnership that has developed between Framing Express and Reset Strategies.



They do what they say that they will do.



Sunny Daize



We have used Reset Strategies for the past four years. Ours is a retail business specializing in boutique inventory, acquisition of high end estate inventory and personally consigned designer clothing and accessories for men and women. The first thing we must note is Chad Celi learned our business inside out, and our desire to set ourselves apart from other shops. Bottom line: he did his homework and did it quickly and completely. He helped us revamp our look, from logo design and branding, to advertising, to customer retention strategies. We attribute much of our continued success to Reset Strategies and recommend them highly to any business wanting to improve their bottom line and visibility in today's ever changing market.



Russ Renbarger



I've worked with Brad and Chad for several years, and they've helped me add value to many of our clients' businesses. These guys are passionate about what they do, and they'd rather be right than rich. Their brutal honesty and ethical approach toward marketing makes them unique in a city full of snake oil salesmen and gimmicky "strategists." Our team at Red Tag Ideas LOVES the Reset guys and we will continue to recommend them to our clients. Thanks Brad and Chad!

Details

Lesa Buckler



I totally enjoy working with Brad and Chad of Reset Strategies! They are professional, creative, fun, and honestly want every client to feel valued and become increasingly more successful! Their ideas are always cutting edge and well tuned to my specific business and goals! Lesa Buckler



Carey Fieldhouse



R & R Limousine has employed and enjoyed the services of Reset Strategies' Brad Gaines and Chad Celi since 2011. Brad and Chad have worked hard to develop new strategies and initiatives to grow our business. I would recommend Reset Strategies to any company large or small that is ready to try something new - Reset is not for the company that isn't ready for unique ideas.



Sunny Dronawat



Brad and Chad, helped us in our direct marketing strategies and came up with innovative ideas. Some of the ideas we have adopted and they work for us.