



# STARS Advisory

THE "NO BS" BUSINESS STRATEGY CONSULTANCY



Born in Paris and bred in New York City, I lived in New Jersey, California, Switzerland, and Florida. Over the past 30+ years I've been an engineer, entrepreneur, writer, sales engineer, product evangelist, community manager, digital marketer, business strategist, startup founder, and analyst relations manager.

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I solve really tough business problems at the nexus of **technology**, **marketing** and **strategy**.



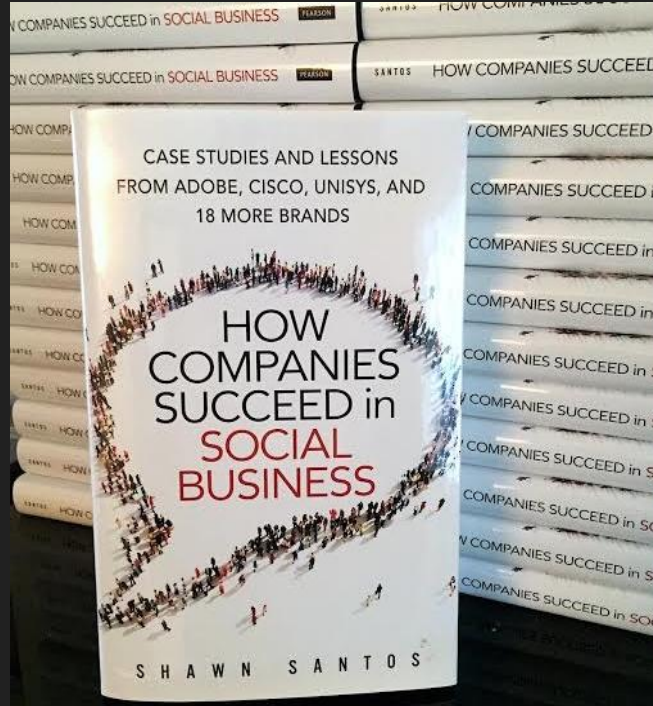
# Published author

## SOCIAL MEDIA FOR YOUR LUXURY WATCH BRAND

by @jeromepineau

Best digital marketing practices for small luxury watch  
brand owners and social media practitioners

"SALES FIXES EVERYTHING" - GUY KAWASAKI



## CCAR

CATEGORY CREATION AR



### THE ART & SCIENCE OF APPLYING ANALYST RELATIONS TO CATEGORY CREATION

Want to punch above your weight in the market tomorrow?

If you're a founder, co-founder, CEO or investor at an early to mid-stage startup or late-stage "scale-up" with a business strategy based on differentiation vs. competition, then this practical how-to guide is for you!

JEROME PINEAU | JEROMEPINEAU.COM

OCTOBER 2022 - First Edition

- Strategic and tactical analyst relations
- Business strategy consulting
- Category design & creation
- Business analysis and market research
- Marketing strategy & execution
- Business development
- Team & investor audits
- Business plan and pitch deck reviews

# What means

- Simple and flexible pricing models
- Honest, no-nonsense assessments
- Execution, execution, execution
- Fractional and traditional delivery models
- Crawl, walk, run methodology
- Risk-mitigating outcome-aligned milestones
- Access to a large network of skills and competencies
- Clear communications and consensus building