



What is Executive Reputation Engineering (ERE)?

Executive Reputation Engineering secures your most important public-facing executives with authorship columns and other powerful digital assets on the world's leading news platforms, thereby fortifying their international image and positioning them as thought leaders on a global stage.



Understanding Executive Reputational Risk ---

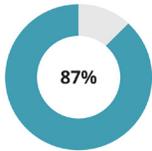
Executive reputational risk is a threat or danger to the good name or standing of an executive, business, or entity — and can occur through a number of ways:

1. Directly as the result of the actions of the executive, company, or being targeted & attacked by a competitor;
2. Indirectly due to the actions of an employee or employees;
3. Tangentially through other peripheral parties, such as joint venture partners or suppliers.

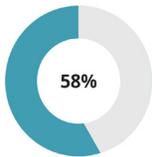
In addition to having good governance practices and transparency, executives need to be socially responsible and conscious to avoid or minimize reputational risk — and the long-term impact it can have.¹

1. Investopedia

More telling statistics?



of executives rate managing reputation risk as more important than other strategic risks



of executives believe that online reputation management should be addressed, but only reputation



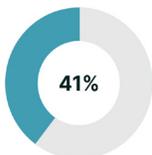
actually do anything about it



of executives are explicitly focusing on managing reputation risk.



of companies that experienced a negative reputation event reported loss of brand value and revenue



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Impact Study

What is your reputation worth? According to a study by the World Economic Forum, on average more than **25%** of a company's market value is directly attributable to its reputation.

Deloitte's Global Survey on Reputation Risk revealed that executive reputation risk is still a strategic business issue, with direct responsibility residing with the board and C-suite. Specifically, responsibility falls under the purview of the Chief Executive Officer (36%), Chief Risk Officer (21%), Board of Directors (14%), or Chief Financial Officer (11%).

It was also found that reputation problems have the most significant impact on revenue and brand value. Deloitte's survey respondents who had previously experienced a negative reputation event say the biggest impact areas were revenue (41%), loss of brand value (41%), and subsequent regulatory investigations (37%).²

2. Deloitte's Global Survey on Reputational Risk

Our Process

Your Google Page 1 is your most powerful marketing asset. Massive's proprietary process is engineered to build a "digital wall" against past or future character assassination or brand targeting.

This includes building and maintaining a robust online image through securing authorship on industry-leading publications and the creation of controlled digital assets — assets that replace and outrank third-party or negative search results.

Establishing the Digital Wall

- We establish dedicated author pages across credible media sources which will outrank negative or third-party platforms.
- We creating and optimize top-tier social assets for executive(s), which will further strengthen their digital wall.
- We set up and maintain strategic executive profiles to further fortify the executive's image.
- We establish the executive as an ongoing thought leader, via the form of ghostwritten content published under their name.
- We position the executive on a series of relevant podcasts yielding well-placed Google search results.
- We craft and distribute press releases that are strategically placed at high-ranking publications.
- We deploy other forms of Google-indexed PR.

Executive Reputation Engineering Phases

PHASES	
On-boarding: DEFINING A PERSONA	The executive on-boarding process is an essential first step to allow us to resonate your mindset, ideologies and personality, all that align with your customized executive reputation engineering plan.
Concurrent: EXECUTIVE ASSETS	Monthly executive profile assets deployed, optimized, and maintained.
Phase 1: EXECUTIVE ASSET CREATION	Consists of tactical foundation content curation, where the executive will have industry-centric leadership articles created, planned, and self-published across multiple platforms — all of which positively rank on your Google search results.
Phase 2: ONGOING OPTIMIZATION OF EXECUTIVE ASSETS	<ul style="list-style-type: none">• Authorships created and maintained with monthly articles across mid-tier and upper-tier publications• Executive profile assets created and maintained• Secured PR mentions• Writing and targeted distribution of press releases

Executive Reputation Engineering (Removals) ---

For executives that require link removals, Massive's proprietary process includes a deep coordination with search engines, hosts and ISPs directly to resolve & remove the most challenging online searches results. We are the *first to pioneer a cyber forensic approach to Online Reputation Management*.

Every case of defamation is carefully processed using our proprietary software and human forensics. The source of the unwanted search results is inspected as to cause and approach and this is then checked against:

- The laws of the land
- ISP terms of use
- The hosting terms of use
- The hosting site terms of use
- Google terms and quality guidelines
- Yahoo terms and quality guidelines
- Bing terms and quality guidelines
- Motive and intent
- Background of the author

On any individual case there are 50,000+ points of legal, regulatory and publication guidelines which we assess your search results against. If our first assessment proves that we can resolve the unwanted link(s) then we proceed to to **fully remove** the content from search engines or the website itself.

Because of this approach Massive is able to provide payment-on-result-only services. Our analysis will tell us if the reputation management project is achievable or not and if we agree to take you on, we will get it done with no upfront fees. Our options are also limited to defamation — we can remove instances of sensitive data exposure, piracy, stolen data or personal (private) information.

Our deliverables are clear: provide an executive with a robust solution to permanently remove or delete unwanted content from the internet.

We craft and distribute press releases that are strategically placed at high-ranking publications. We deploy other forms of Google-indexed PR.

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