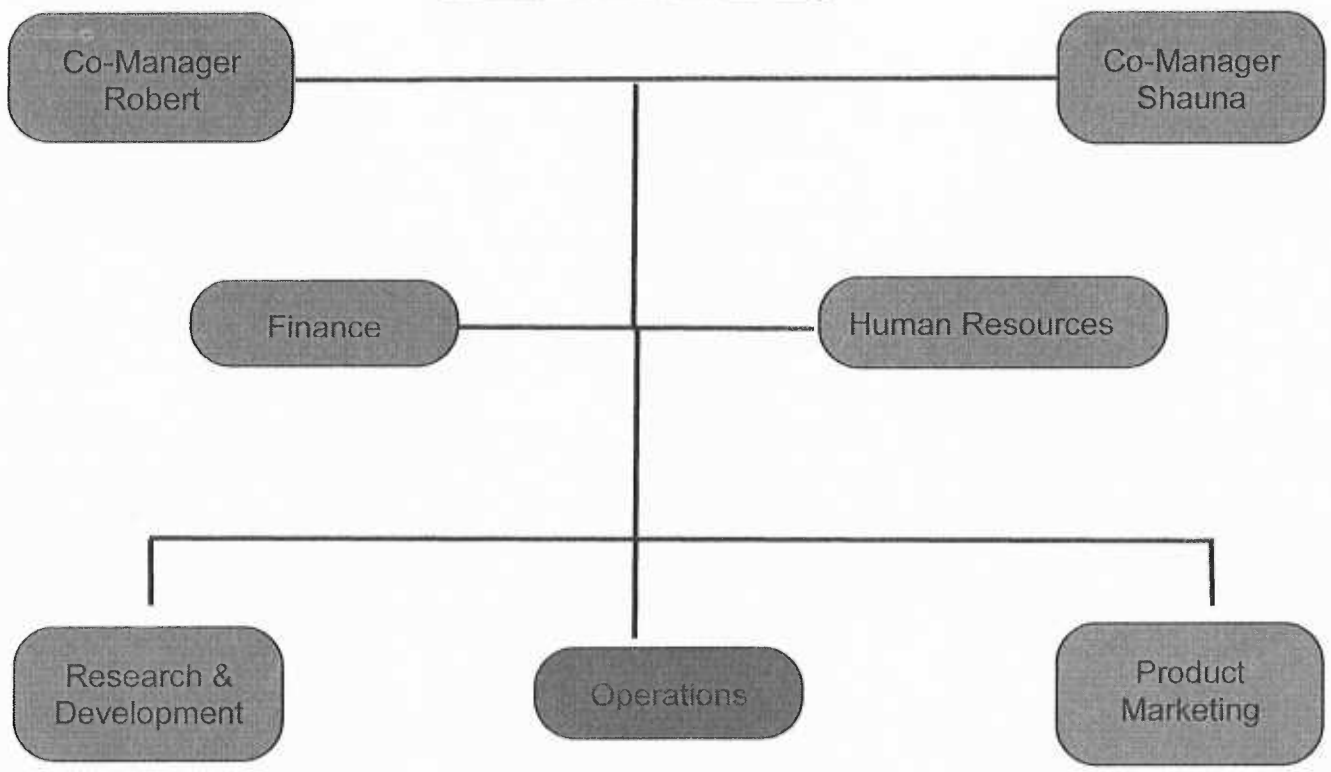


Robert Hammarberg
Shauna Koehler

Allure Imagery

A1a Hammarberg 4,4



Allure Imagery

Co-Managers Robert and Shauna.

Robert is in control of the Finance Department and Research and Development.

Shauna is in control of Human Resources Department and Product Marketing.

Robert and Shauna share management of the operations department.

Finance: Provide support to Operations group, through information analyses and preparation of operational data information to make informed business decisions. Responsibilities will include assisting Operations team, identify of areas for cost reductions and operational improvements, annual budget process, periodic forecasting, and periodic analysis of operations performance. Prepare monthly analysis of cost of goods sold and operational expenses providing explanations and business solutions to help mitigate the risks.

Human Resources: manages the administration of the human resources policies, procedures and programs. HR carries out responsibilities in Human Resource Information Systems (HRIS), employee relations, training and development, benefits, compensation, organizational development, and employment.

Research & Development: Formulates, directs, and coordinates all research and development programs. Introduces new products and processes into overall company strategy and makes recommendations for the improvement and cost reduction of existing products and processes.

Operations: Coordinates and facilitates the technologies, people and processes that relate to the manufacturing, marketing and delivery of products and services. Some duties that fall under business operations include coordinating projects related to the design and packaging of goods, supervising quality control and management procedures and managing the logistics of different departments and external vendors involved in the production process. Some business operations employees generate reports that track financial and operational performance, and they create business plans and budget templates for management.

Product Marketing: Responsible for the outbound marketing activities of products. Creates the messaging and positioning for products. Will develop innovative marketing programs that drive demand. Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits. Expertise in buyers, how they buy and their buying criteria and will transfer that knowledge to the sales channel.