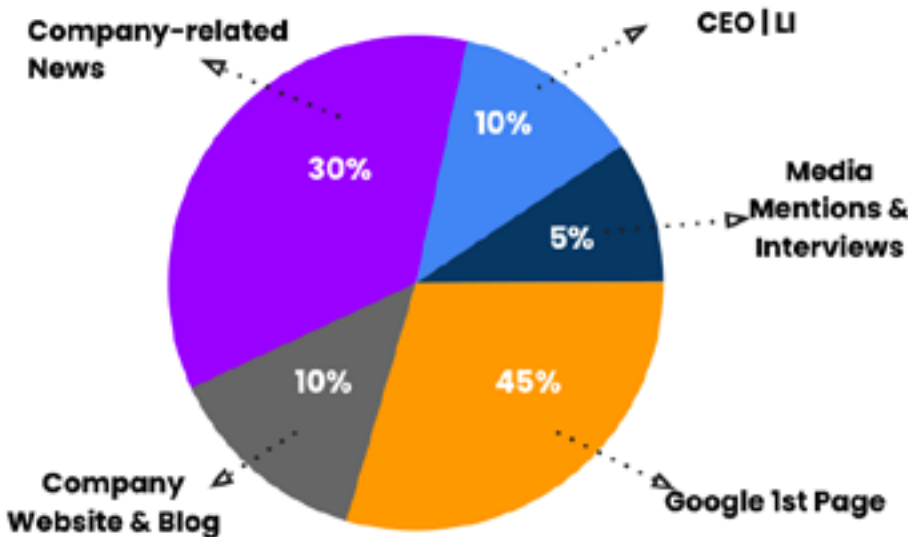


Executive Thought Leadership Snapshot

CEO Connection x The KA Consulting Group

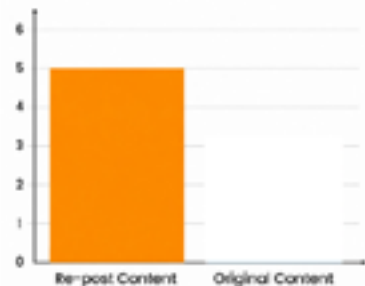
Your Executive Visibility Presence Now

How You Are Currently Showing Up



77% say a CEO's reputation influences whether they would invest in a company.

60% of people say their perception of a company is shaped by its CEO, making executive reputation inseparable from corporate brand equity.



How Your Executive Digital Presence Shapes Your Leadership Brand

LinkedIn	established profile with approximately 1,600 followers, a clear headline, and a detailed About section. His activity is primarily comments, reactions, and company updates. One or two original posts each month could turn his existing interviews, company news, and career experiences into practical leadership commentary.
Google Page 1	a strong and direct name-only search presence. podcast content, and professional images appear without requiring a company name or title. More recent articles and first-person posts would give searchers greater insight into his current role and perspective.
Organic Media	has useful media assets, including podcasts company transformation, family business leadership, acquisitions, and the CEO transition. Each appearance can support several LinkedIn posts, short articles, and selective follow-up media opportunities.
AI/LLM	strong SEO gives AI tools credible biographical and company information. Additional articles, Q&As, transcripts, and first-person commentary would connect his name more clearly with business transformation, succession, enterprise sales, and family business leadership.
Speaking	well suited to CEO groups, family business forums, marketing and print conferences, private equity portfolio events, and programs for emerging leaders. His most useful subjects include navigating downturns, developing people, business succession, acquisitions, and transforming a traditional company.
Awards & Recognition	company growth, industry transformation, family business leadership, and employee development. Awards tied to mentorship, printing and marketing, entrepreneurship, or long-term business impact would fit his profile.

Who is following a 40-year career building the company from a 12-person printing business into a national marketing and communications company with more than 300 employees.

starting as a delivery driver and learning directly from customers. He later through several difficult business cycles, including the early 1990s downturn, the dot-com decline, the 2008 financial crisis, and the pandemic. During expanded beyond print into branded marketing, data, technology, and integrated marketing services.

remains active in enterprise sales, strategic relationships, and major company decisions, while serving as a trusted sounding board

reinforce the leadership transition, and share practical lessons with younger professionals who are building their careers and businesses.

The Gap Between Experience and His LinkedIn Presence

already has a strong public foundation. A search for his name alone immediately surfaces his LinkedIn profile, author page, podcast appearances, company information, and professional images. People can find him without adding or his title to the search.

His current LinkedIn activity provides less insight into the experience behind that visibility. Most activity consists of comments, reactions, company updates, and recognition of other people. His podcasts, interviews, company articles, acquisition coverage, and leadership transition already provide enough source material for original posts.

public record explains what he built. A consistent body of first-person commentary would also show what he learned about growth, crisis leadership, people, succession, sales, and transforming a traditional company.

Your executive visibility score:

6.8/10

Why Executive Visibility Matters for **Joel Quadracci**

Joel Quadracci continues to participate in enterprise sales, client relationships, and strategic decisions. Customers and employees have known **Joel Quadracci** through the combined leadership of **Joel Quadracci** and **Joel Quadracci**.

A measured public presence can support the next phase of that partnership. **Joel Quadracci** provide continuity for major clients, and keep contributing to enterprise growth from his Founder and Board Member role.

Joel Quadracci has four decades of experience that younger leaders rarely hear described openly. His stories about starting without a college degree, surviving downturns, making difficult staffing decisions, completing acquisitions, developing people, and stepping away from the CEO role give his content relevance beyond company promotion.



Joel Quadracci
Chairman and CEO, Quad

- Joel uses LinkedIn, company content, and contributed commentary to explain Quad's move from commercial printing into an integrated marketing platform supported by data and technology.



Lance Hill
CEO, Eight Group

- Lance maintains an active LinkedIn presence covering direct marketing, company investment, team culture, sustainability, speaking, and industry change.



Warren Werbitt
Founder, Podcaster and Print Industry Adviser

- Warren has built a visible platform around practical commentary on print, equipment decisions, talent, AI, and the next generation of the industry.

CONTINUE

Joel Quadracci credible LinkedIn profile, and clear association with **Joel Quadracci** sharing company milestones, with brief personal context added where relevant.

START #1

Joel Quadracci podcasts, interviews, press coverage, company articles, and leadership stories into one or two original LinkedIn posts each month. Each post should share one specific experience and one practical lesson.

START #2

Founder Narrative

Joel Quadracci around four decades of company building, leadership through difficult cycles, business transformation, people development, and succession. His mentoring interest should become a consistent part of the narrative.

AVOID

- Reposting company news without personal context
- High-frequency posting
- Generic motivational content
- Language that sounds written by a marketing department
- Overusing the CEO transition as a content subject
- Personal stories without a clear professional lesson
- Broad predictions without direct experience or evidence

NOW IS THE TIME TO ACTIVATE THE OFFICE OF THE CEO ONLINE



Build trust at scale

Visible, consistent leadership online strengthens credibility with employees, clients, and partners while reinforcing the culture you want inside the organization.

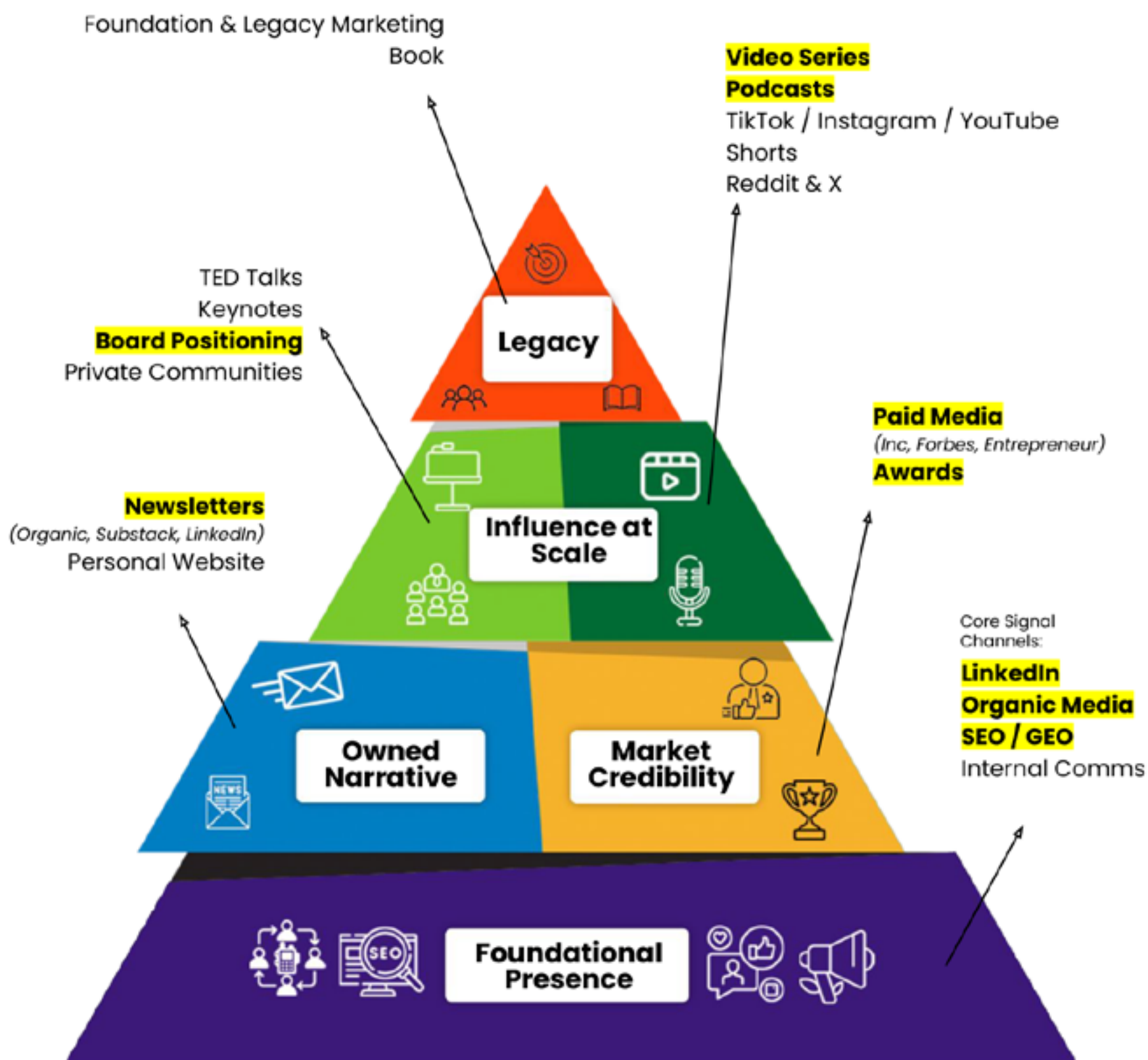
Set the tone for the organization

Modern executives lead in public. Your digital presence is a strategic function of the CEO's office, guiding how stakeholders perceive vision, accountability, and direction.



2026 Executive Visibility

The Office of the CEO



WHERE SHOULD YOU BE VISIBLE?

Highlighted in Yellow

WHY THIS MATTERS NOW

Jeff Osterman, from CEO to Founder and Board Member gives him a natural reason to clarify his public role. He remains involved in enterprise sales, strategic relationships, and support functions. Consistent commentary can help major clients understand the continuity behind Jeff's leadership.

CEO VISIBILITY: HOW THE MARKET ASSIGNS LEADERSHIP VALUE

Investors say CEO reputation influences investment decisions

77%

B2B buyers say thought leadership builds trust more than ads

72%

Executives say a CEO's online presence affects talent recruitment

65%

Consumers say their company perception is shaped by its CEO

60%

Decision-makers say TL helps them spot unseen opportunities

91%

Sources: LinkedIn B2B Institute • Edelman 2025 Thought Leadership Report • Weber Shandwick CEO Reputation Study

WHAT THESE NUMBERS MEAN FOR CEO SPECIALISTS

The
91%

Thought leadership can help decision-makers identify opportunities they had not considered. Jeff has seen practical examples from clients, digital marketing, sales, business development, and corporate communications.

The
77%

CEO reputation can influence investment decisions. Jeff has benefited from leadership, teamwork, growth, and the transition to new generations and strong business relationships across the company's history and future.

The
72%

Thought leadership can build trust before a sales conversation begins. Jeff has seen this with enterprise clients, business transformation, and digital marketing for the company's continued leadership in the market.

The
65%

A CEO or founder's online presence can affect recruitment. Jeff has seen this with recruiting, talent, and supporting clients. Jeff has seen this with recruiting, talent, and supporting clients.

The
60%

Public perception of a company is often shaped by its senior leaders. Jeff has seen this with corporate communications, digital marketing, and business development.

APPENDIX

Our clients are the most visible, influential, and well-known CEOs in their industries



Gilda D'Incerti

CEO & Founder

1%

Top 1% industry thought leader, according to LinkedIn SSI ranking

Forbes Business Council

Invited to the Forbes Business Council within the first month of agency engagement.



PQE was awarded as 3rd Most Socially Active Pharmaceutical Professionals through our employee advocacy plan.

Among the top Life Sciences CEOs



J.J. Schickel

Founding Partner



Positioned JJ as a key voice on infrastructure and supply chain resilience

Forbes Business Council

Invited to the Forbes Business Council within the first month of agency engagement



Built the full brand framework for JJ's podcast, including one-pager development, studio/equipment research, and brand identity creation

One of the top Voices in Logistics



Gary C. Cooper

Exec Chairman & Founder

1%

Top 1% industry thought leader, according to LinkedIn SSI ranking

WSJ

WSJ Bestselling Author of The Success Paradox (Forbes Books).



Established his website to serve as a platform for his professional profile, media appearances, and blog articles.

One of the top voices in Healthcare

Barry Litwin

Public Company CEO



1%

Top 1% industry thought leader, according to LinkedIn SSI ranking



Established his website to serve as a platform for his professional profile, media appearances, and blog articles



Generated over 56K impressions on a single LinkedIn post and garnered significant media attention and placement through LinkedIn posts

Among the top U.S. Manufacturing CEOs

Thank You!



kimberly@thekaconsultinggroup.com



www.thekaconsultinggroup.com