

# EXTREME BRANDING FOR AN UNSAFE MARKETPLACE

Credited as a top sports, fitness, and product marketing expert, Tommy is the creative powerhouse behind many notable sports & fitness brands.



Tommy  
Hogsback Glacier,  
7AM, July 3rd

*I am*

A NATIONALLY RECOGNIZED CREATIVE, ORGANIZED FOR OUR DIGITAL CULTURE.  
I CREATE AND MAXIMIZE BRANDS BY GETTING PEOPLE TO ENGAGE AND INTERACT.  
AND I ESPECIALLY LIKE TO DO THIS ON BUDGET, ON TIME, AND WITH A SMILE.  
THEN I'M PROBABLY GOING UP TO HIT THE FRESH POWDER.  
AND YES, YOU MAY JOIN ME.



## THIS IS ME ON THE **OUTSIDE.**

CREATIVE POWERHOUSE **DAD OF 10** WILDERNESS MEDIC  
**LIFE COACH FOR DADS** FUNKY BASSIST **OCCASIONAL**  
**PILOT** NATIONAL SKI PATROLLER **PROVIDER OF THE**  
**BACON** ULTRA MARATHONER **OPTIMISM ADDICT** CLUMSY  
HUSBAND **HIGH SCHOOL COACH** SPEAKER / AUTHOR  
GLORIFIER OF OUR CREATOR

*"Tommy does comparable work to advertising agencies that would literally cost us \$10's to \$100's of thousands more a year, and he always comes through in a clutch for us, no matter what deadlines we place on him."* **DOUG WRIGHT, CHIEF OPERATING OFFICER, INTERMOUNTAIN BANK**

**BACKGROUND** With two generations of New York City advertising men before him but a Northerner by birth, Tommy comes from Wisconsin and earned his degree from Kansas State University. Tommy drinks his coffee black and spends whatever time is left from work coaching, skiing, doing semi-dangerous projects at his mountainside home and tending his herd of kids.

**WHAT I DO** I create and maximize brands by getting people to engage and interact. This means I love to build creative marketing campaigns, traditional print materials and digital media, then fuse these into real-world events that actually get results. And I especially like to do this on budget, on time, and with a huge smile.

# THIS IS ME ON THE **INSIDE.**

**QUALITY OF WORK.** My work wins awards every year, but more importantly, it proves itself through outstanding return on investment for clients. My work looks great... but it also sells.

**VALUE.** I work on an extremely efficient basis, and at a blazingly fast speed. I create a larger amount of quality work annually than many small agencies. I just work smarter.

**FLEXIBILITY.** I am a YES man, and sometimes to a fault. I believe that anything is doable. I'm flexible, yet comprehensive. I once answered a client call at mile 17 during the Hayden Lake marathon. In the rain. Ask Frank.

**FOLLOW THROUGH.** When I commit to a job, I will see it to completion no matter what. I have been known to continue a job to completion at my cost after a contract has ended. My reputation is worth more than gold to me.

**POSITIVITY.** While I try to never give up, and to always remain positive, I also recognize that a true optimist knows when to accept the negative.

**NO BS.** I deal with people directly, openly and honestly, and with humor. I will always make them look good because they're a member of my team. I'm known to clients as "Idaho guy" - I talk straight and tell it like it is.



## **KNOWN AS "THE GUY BEHIND THE GUY"...**

**TOMMY HAS OVER 25 YEARS EXPERIENCE WORKING WITH SOME OF THE LEADING INTERNET AND FITNESS MARKETERS, AND CURRENTLY PROVIDES CREATIVE AND MARKETING SUPPORT TO A WIDE RANGE OF CLIENTS, FROM TOP FITNESS CELEBRITIES, AMERICAN CORNHOLE, PROFESSIONAL SPORTS GROUPS, NUTRITION EXPOS, FITNESS PRODUCTS, BESTSELLING AUTHORS AND WORLD RECORD HOLDERS.**

# A FEW OF LIFE'S LITTLE ACHIEVEMENTS.

NATIONAL DESIGN AWARDS,  
A TOP INFLUENTIAL PERSON,  
AND... A BATTLESHIP?

*"I just visited the AcneRecovery site and WOW!  
What a great boost this will be for Nordstrom!"*

**SOFIA DYASON, NORDSTROM DIRECT BUYER**

## AWARDS

### TOP 30 UNDER 40

Named one of the top 30 influential people under 40 years old in the North Idaho region.

### GRAPHIC DESIGN USA NATIONAL AWARD

Two-time national award winner for strategic consumer design.

### ADDY AWARDS

Multiple Gold and Silver Northwest Addy Awards throughout the years.

### USS MISSOURI BATTLESHIP

Several years ago, my agency was given the opportunity to take over the USS Missouri Memorial in Pearl Harbor, which had previously been handled by the local Ogilvy office in Honolulu. We managed the branding and membership direct response campaigns for several years.

## PARTIAL CLIENT LIST

### AMERICAN CORNHOLE ORGANIZATION

Governing body for the sport  
Cincinnati, OH

### BANK OF JACKSON HOLE

Jackson, WY

### ADVENTURE BOOT CAMPS

300+ worldwide locations

### ROGER LOVE

Hollywood, CA  
The #1 Vocal Coach in America

### AMERICAN BAR ASSOCIATION

Chicago, IL  
Division for Services

### PETA KELLY

Perth, Australia  
Isagenix Leader • Lifestyle Coach

### KATHY SMART

Canada's Nutrition Expert

### LIVE THE SMART WAY EXPOS

Multiple locations across Canada

### USS MISSOURI MEMORIAL

Pearl Harbor, HI

### JOHN MAXWELL

Atlanta, GA  
Bestselling Author • Lifestyle Coach

### DR. JOHN SPENCER ELLIS

Los Angeles, CA  
Fitness Entrepreneur • Author •  
Speaker

### ADVENTURE RACES

Multiple locations in the USA  
Wicked Wine Run  
Martini Madness 5K  
Splash Dash

### H1 UNLIMITED HYDROPLANE RACES

Diamond Cup, North Idaho  
Copper Cup, Phoenix, AZ

### TANYA MEMME

Former Miss Canada  
Host of A&E's "Sell This House" and  
"Smart Home Nation"



## CELEBRITY CLIENTS

*"I feel like the most lucky chick right now!  
Thanks for being so AMAZING at what you do - You're  
a ROCKSTAR in every sense of the word!"*

**KATHY SMART**

**Mitzi Dulan Kansas City** – America's Nutrition Expert

**John Maxwell** Atlanta – New York Times Bestselling Author

**Dr. John Spencer Ellis** LA – Fitness Entrepreneur, Author, Speaker

**Abel James** – The Fat Burning Man

**Dr. Randall Wilkinson** – Ideal Protein National Spokesperson



**Kathy Smart**

North America's  
Gluten Free Expert



**Tanya Memme**

Award Winning  
TV Host



**Roger Love**

The #1 Vocal  
Coach in America



**Stig Severinsen**

Danish 6x World  
Record Free Diver

– ROGER LOVE  
THE #1 VOCAL COACH IN

**"IT IS REALLY RARE TO FIND SOMEONE WHO IS  
A TRIPLE THREAT: AN EXPERT AT GRAPHICS,  
MARKETING AND BACK END PROGRAMMING.  
TOMMY IS OUR GO-TO GUY FOR ALL OUR**



MY WORK WINS AWARDS EVERY YEAR,  
BUT MORE IMPORTANTLY, IT PROVES  
ITSELF THROUGH OUTSTANDING  
RETURN ON INVESTMENT FOR CLIENTS.  
**MY WORK LOOKS GREAT...  
BUT IT ALSO SELLS.**

*"Hey, coaches/trainers, I really need to share this... I've been working with Tom over the past few months on several different aspects. You name it... He is simply the BEST!! We did a FUZE It Up campaign with the company FUZE Drinks as the main sponsor. I recommended using Tom because of his price point, his professionalism and his incredible customer service he provides to the Adventure Boot Camp owners. Tom makes things easy and stress free!"*

**KIMBROUGH KENDALL, EASTSIDE ADVENTURE BOOT CAMP**

*"Tom - You're a hit in NYC! I visited with 23 beauty editors at top women's magazines last week and one thing came across clearly - they LOVED the design!"*

**RANDALL WILKINSON, MD**  
**TRIENELLE SKINCARE / IDEAL PROTEIN SPOKESPERSON**

## CORE CAPABILITIES

### CREATIVE MARKETING

Sports & Nutritionals Marketing  
Creative Campaigns  
Inbound Strategy  
Direct Response Short Copy

### STRATEGIC BRANDING

Corporate & Brand Identity  
Innovative Logo Development  
Identity Guidelines

### VISUAL DESIGN

Creative Design for Print and Digital  
Trade Show & Exhibition Displays  
Large-scale Outdoor

### EVENT DEVELOPMENT

Strategic Planning  
Creative Direction  
Pre- and Post-Marketing

### VIDEO PRODUCTION

Shooting Coordination  
Creative Direction  
Post Production

### WEB

Responsive Site Development  
Offline » Online Hybrid Strategies  
User Experience / User Interface  
SEO

### CRM / INTERNET MARKETING

Direct Response Landing Pages  
Funnel & Opt-In Marketing  
InfusionSoft Sales Integration  
Membership Platform Development

### SOCIAL MEDIA

Creative Strategy  
Scheduling / Deployment  
Monitoring & Compliance

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THE REWARD FOR GREAT WORK?  
**MORE GREAT WORK.**  
AS SEEN ON:

*"Tommy - I just want to say thank you for your help last night with the Top Chef push. If you hadn't worked on it late, we would have been in trouble this morning. Somehow you always manage to sort things out when it comes in to you last second. Anyway, just wanted to say a huge Thank You for helping us through this late into the evening."*

TRACY SWAN, CMO P&M PRODUCTS, INC. - EZ GRILL



The New York Times



BACKPACKER  
THE OUTDOORS AT YOUR DOORSTEP

WIRED

COOK'S  
ILLUSTRATED

CNN Money



Smart women know best  
**Best**  
MAGAZINE



WOODALL'S  
**CampingLife**  
GO CAMPING!





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