



Blue Scorpion Reputation Management 2022 Case Studies



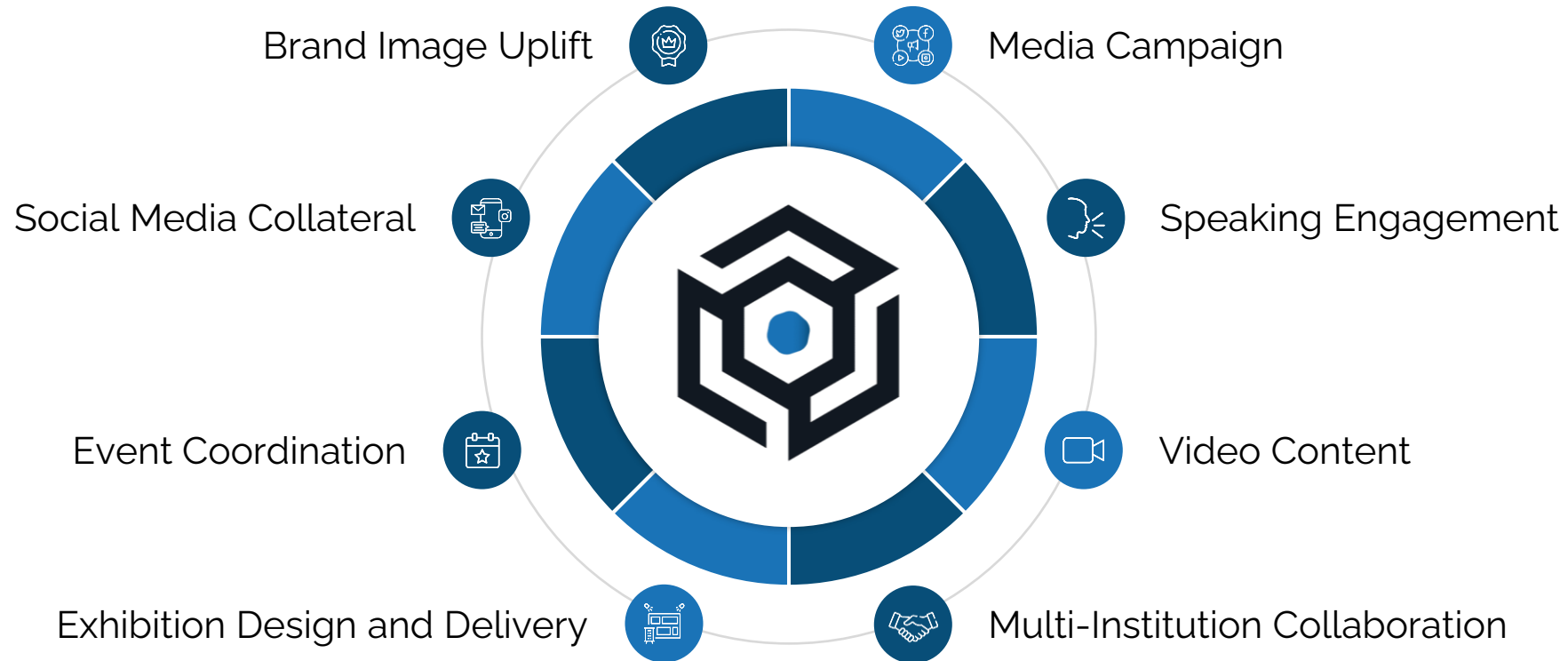
The Objective:

For approximately 100 students and faculty from the Atlanta University Center (AUC) community and beyond to make a purchase decision by attending the book signing of Dr. Lanze Thompson's book "Black Wounds: The Pains, Scars & Triumphs of Black America" on **Mar 17, 2022**.

Dr. Lanze Thompson is the Executive Vice President, CFO and Chief Strategy Officer for Clark Atlanta University. Learn more: [Amazon.com: By Lanze Thompson: Books, Biography, Blog, Audiobooks, Kindle](#)

The Approach:

Coordinating A Book Signing for Book Sales



Brand Image Uplift

Before



After



**BSRM is responsible for the consultation, the photography session itself was not included*

Media Coverage:



DR. LANZE THOMPSON THE FINANCIAL STRATEGIST & SOCIAL CHANGE AUTHOR

Kimberly M. Starks, APR Contributor

Very rarely is one person so blessed to not only give their passion into a profession but also have multiple skill sets. Dr. Lanze Thompson is one such visionary who comes armed with over 25 years of financial and strategic management experience at some of the nation's most prestigious Fortune 100 companies. What truly sets Dr. Thompson apart is not his undeniable financial acumen but his burning desire to catalyze change in the Black community through his multiple books.

A thought-provoking wordsmith, Dr. Thompson has chosen to wield his pen to cut and direct institutional racism, disproportionate access to resources, inequality, and social injustices plaguing the Black community.

Somewhere else with a superlative as extensive as his would have chosen to write about business and finances, Dr. Thompson did not. He decided to write from the unique perspective of a successful Black man who broke the mold and shattered the stereotypes. He is paying it forward with the invaluable gift of knowledge, wisdom, and understanding with humbly used tools to start revolutions.

Dr. Thompson's Humble Beginnings

Dr. Lanze Thompson grew up in the deprived project of Hensley Heath in Boston with his mother, single mother, and five siblings. Counted and small, he was still aware he was poor because his mother always provided life's necessities and the occasional treat. He only learned of the extent of his home situation when he met his biological father. The latter was leading a flourishing middle-class life. This realization sparked an ember in him that blossomed into a furnace

and helped to fuel his drive for success.

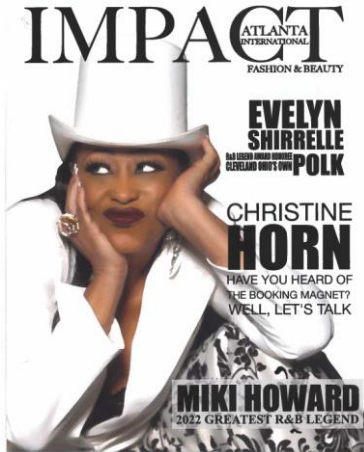
Outside of his shade, while in the temptation-filled streets, he was guided on the straight and narrow by his mother's solid moral compass and unwavering discipline. He directed his energies into a barrage of sports ranging from football to baseball and maintained an impeccable academic record. But one thing his community did impact to him was an extremely competitive mentality to compete to win every time, at everything he tried.

And that's precisely what he did. He was competitive without fault, which propelled him to a BA in Economics from Colby College, MBA from Boston College, with concentrations in Strategic Management and Finance, and Doctorate in Business from Pace University with concentrations in Global Marketing Strategy and International Business, graduating first in his class.

A Shift to Serve a Wider Purpose

But these personal milestones weren't fulfilling enough. He was passionately working, often being a token Black person in organizations lacking diversity for decades. He soon realized he could leverage his success for more than his benefit. A lover of words and writer since he was ten, he started the only thing more substantial than the word and began to tell the stories everyone needed to hear.

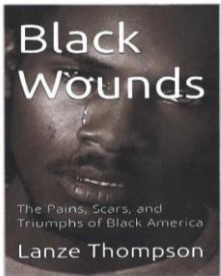
With titles such as "Black Wounds," "Ascend: From the Head to the Heart," "My Walk Through the Valley of the Shadow of Death," and "The Angel Chronicles," he unravels centuries of oppression, discrimination, racial injustice, and internal social constructs that cripple and have come to define the Black com-



Black Wounds is a hybrid of original poems (that express moods and emotions) and researched based narratives (that present facts and stories). It's a raw and poignant window into the social, racial, political, and economic challenges and realities of being Black in America. It serves as a bridge from the historical conflicts to their continuation in Black America today.

Now available on Amazon in eBook and paperback.

<https://lnkd.in/d/jF-AuRB>



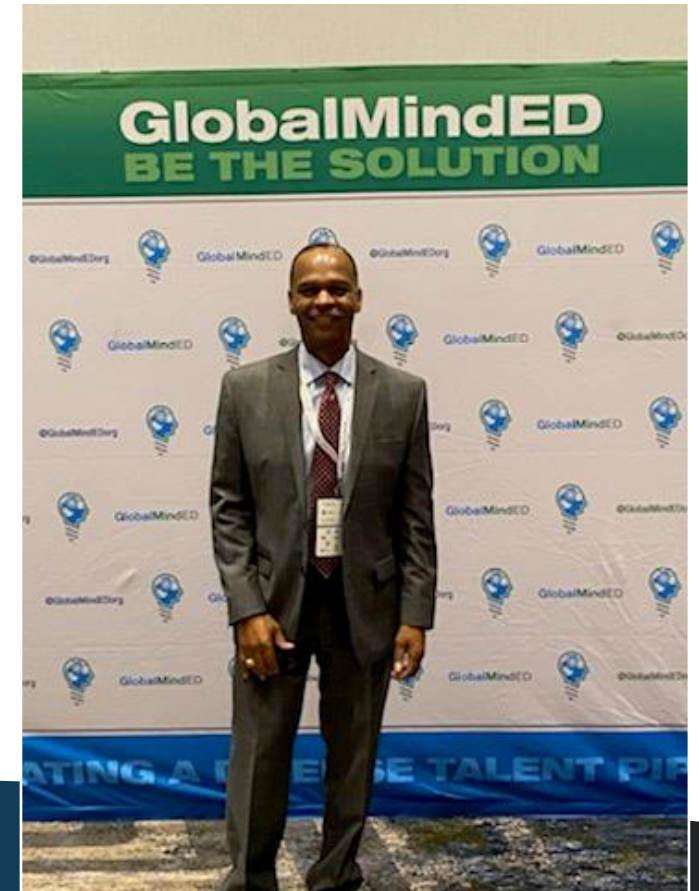
ment. He deep dives into the nuances of society, the inner self-reflected character, and the power of faith on surviving his career journey through fiction, poems, short stories, and quantitative analysis.

A husband and father of four, Dr. Thompson writes to invoke the much-needed change that will create a nation that understands the value of all human life and strives to maintain it through equality, justice, and peace.

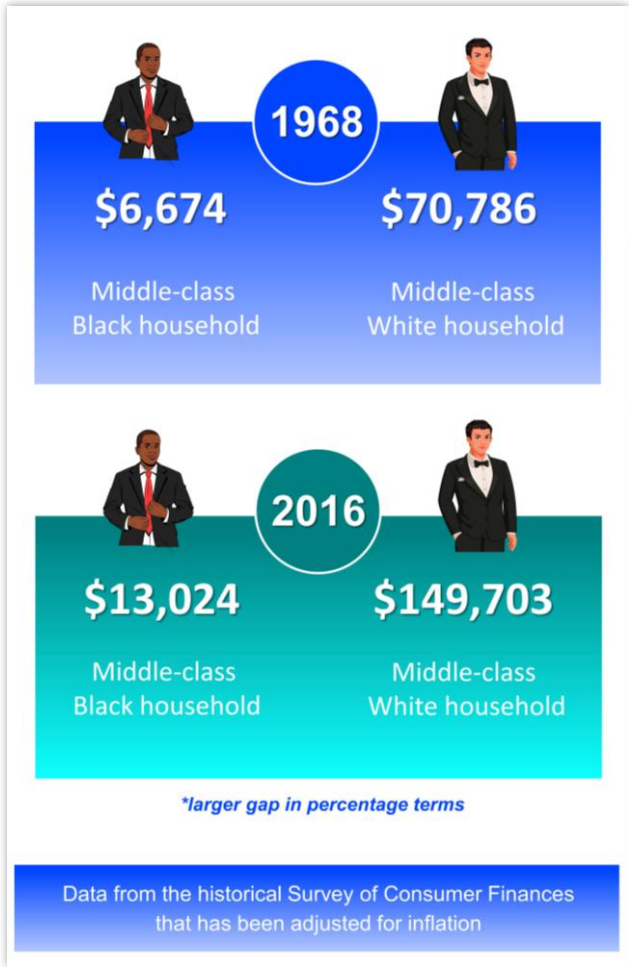
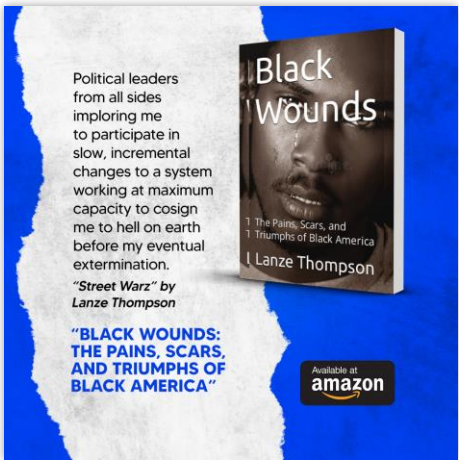
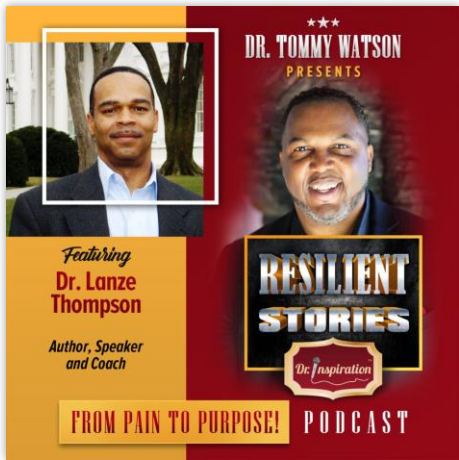


Authority Magazine

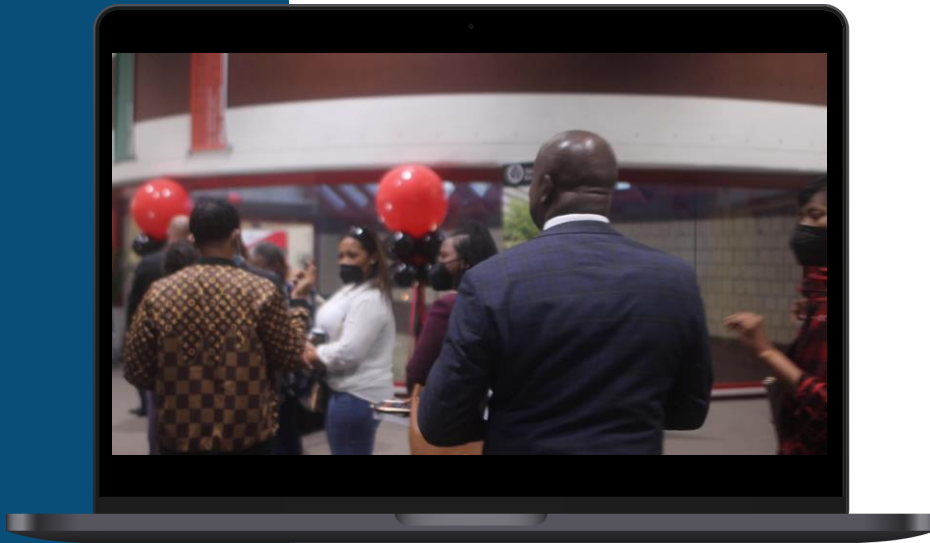
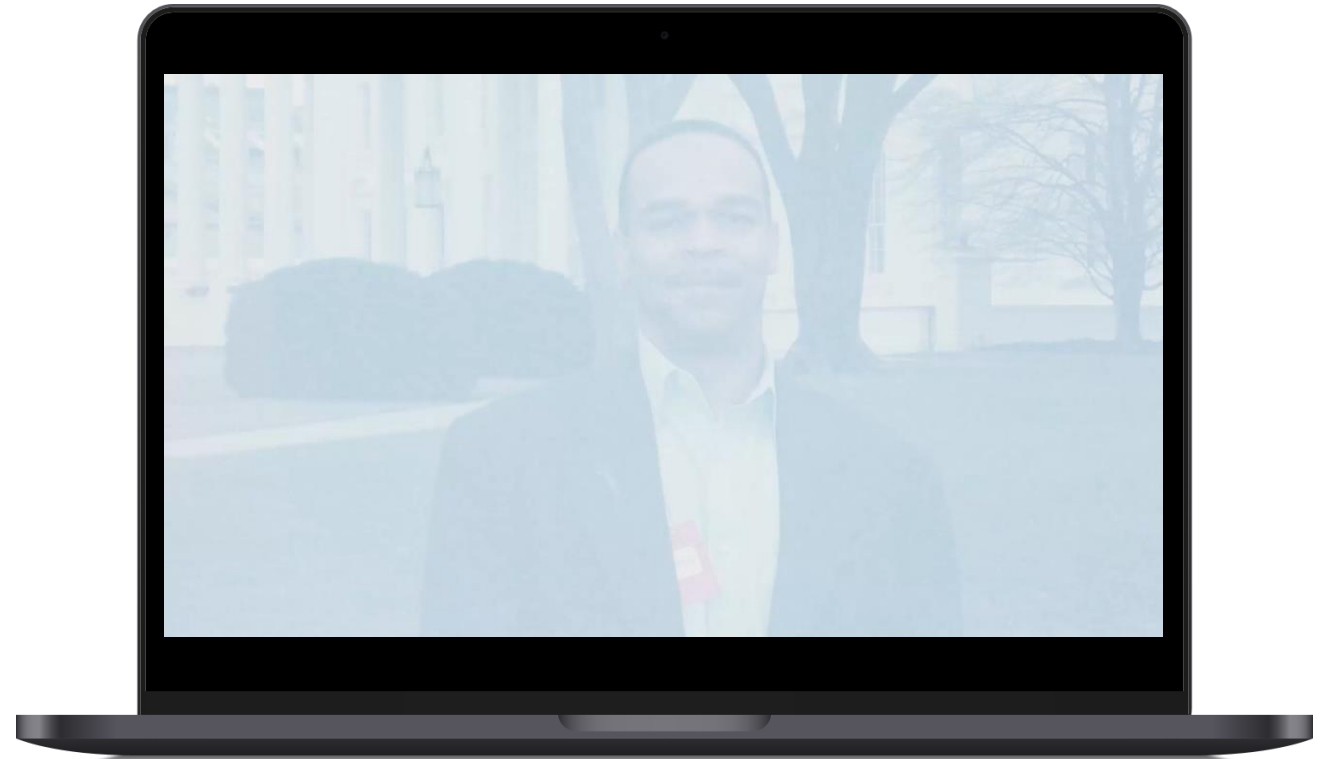
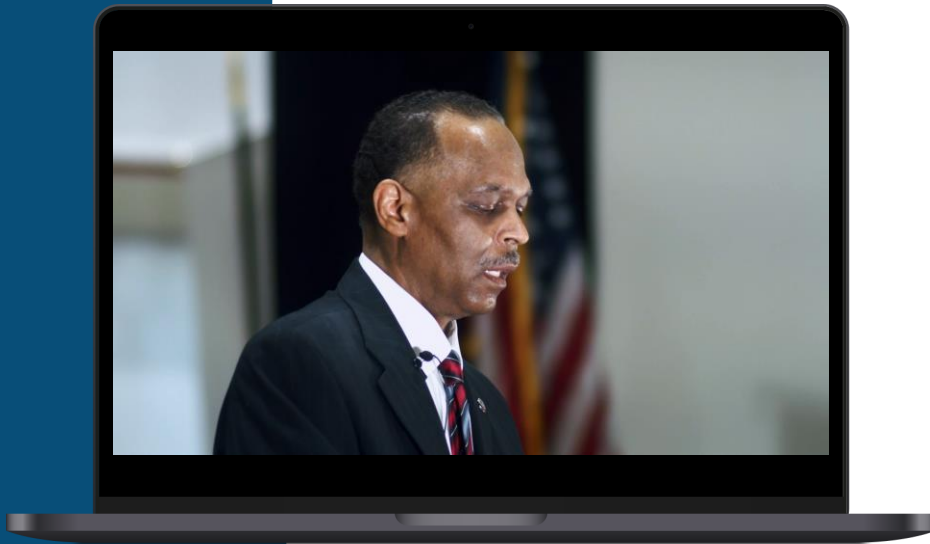
Speaking Engagement



Social Media Collateral



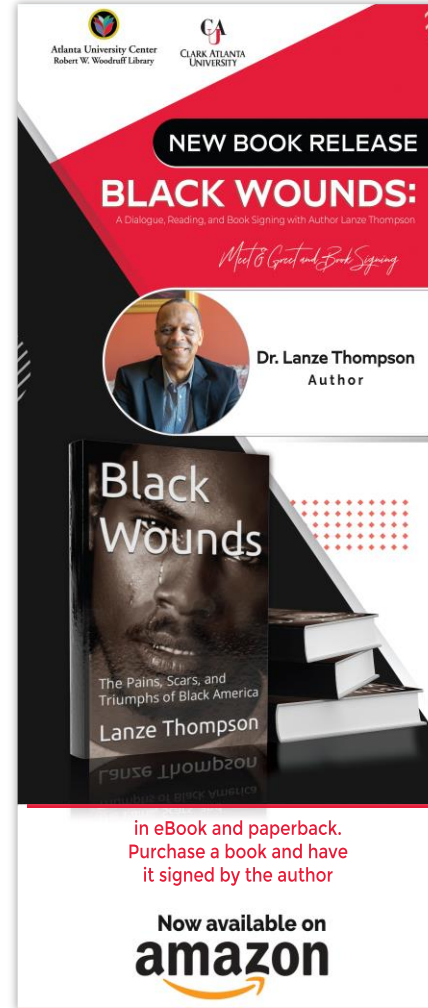
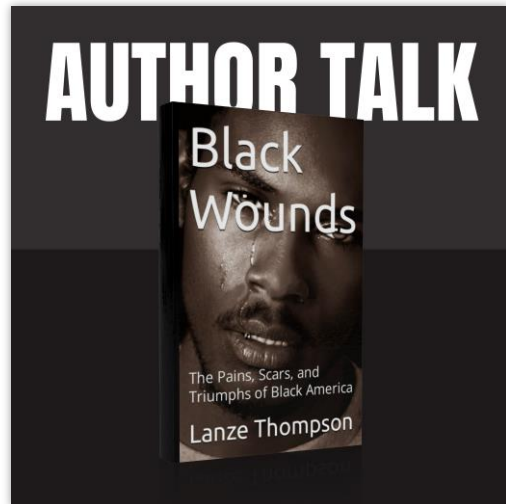
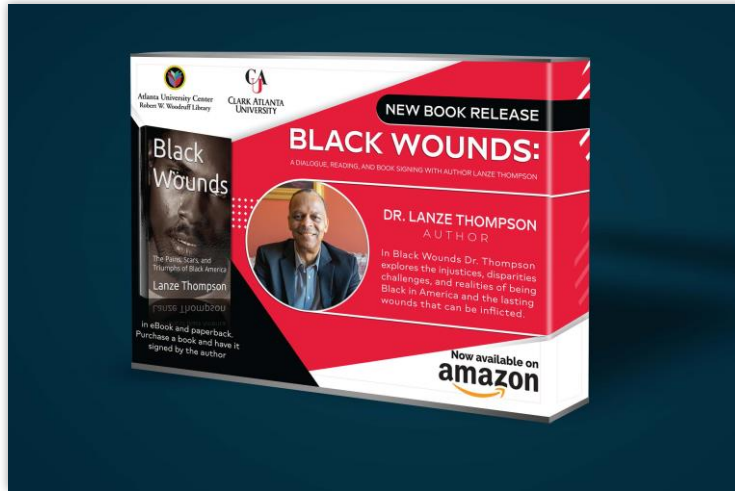
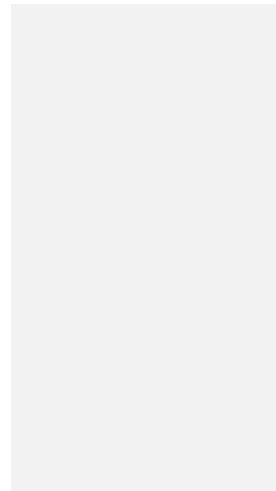
Video Content



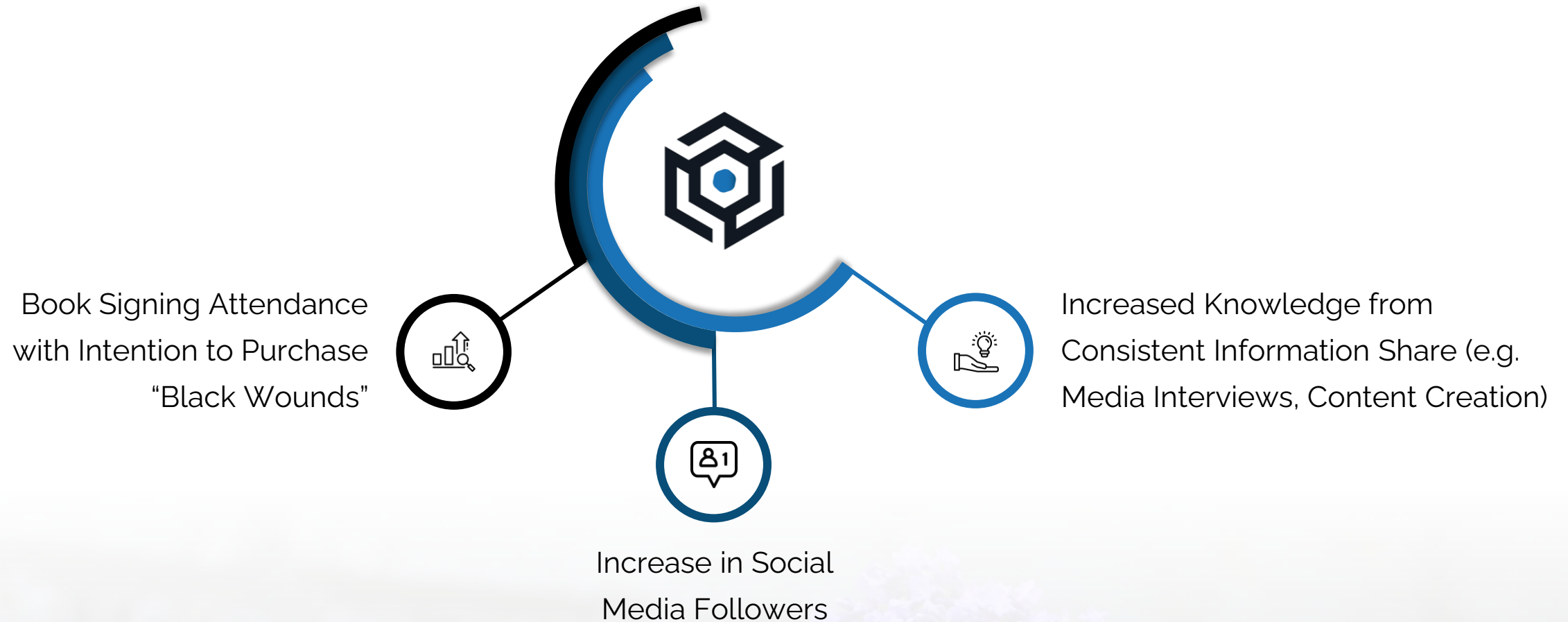
For more videos:

[Click Here](#)

Exhibition Design & Delivery



Outcomes





Dr. Lanze Thompson

“

These are some amazing video clips. I'm amazed, appreciative, and humbled by the thoughtfulness and quality that was put into them. I also enjoyed working with you and your company. The videos are so powerful and really bring to life the essence of the book. This really would make an effective video documentary. The Black Wounds: The Video. Once again, thanks for all your great work.

”

Principal Consultant



Kimberly M. Starks, APR is an accredited public relations practitioner with a specialization in reputation management. She is the principal consultant of Blue Scorpion Reputation Management, a PR firm specializing in the areas of video gaming, agribusiness, pet health and wellness, and government contracting. She also is the cofounder and CEO of Immense DC, an esports consultancy. Prior to launching her firms, she served as the spokeswoman for the Georgia Lottery Corp. and was a print reporter at a number of newspapers throughout the Southeast. She is a board member of the Georgia Game Developers Association (GGDA), and Positive Growth Inc.

FEDERAL PERFORMANCE

USDA-NRCS



Qualitative and Quantitative research throughout the City of Atlanta and its 10-county metropolitan area through Bibb County (middle Georgia)

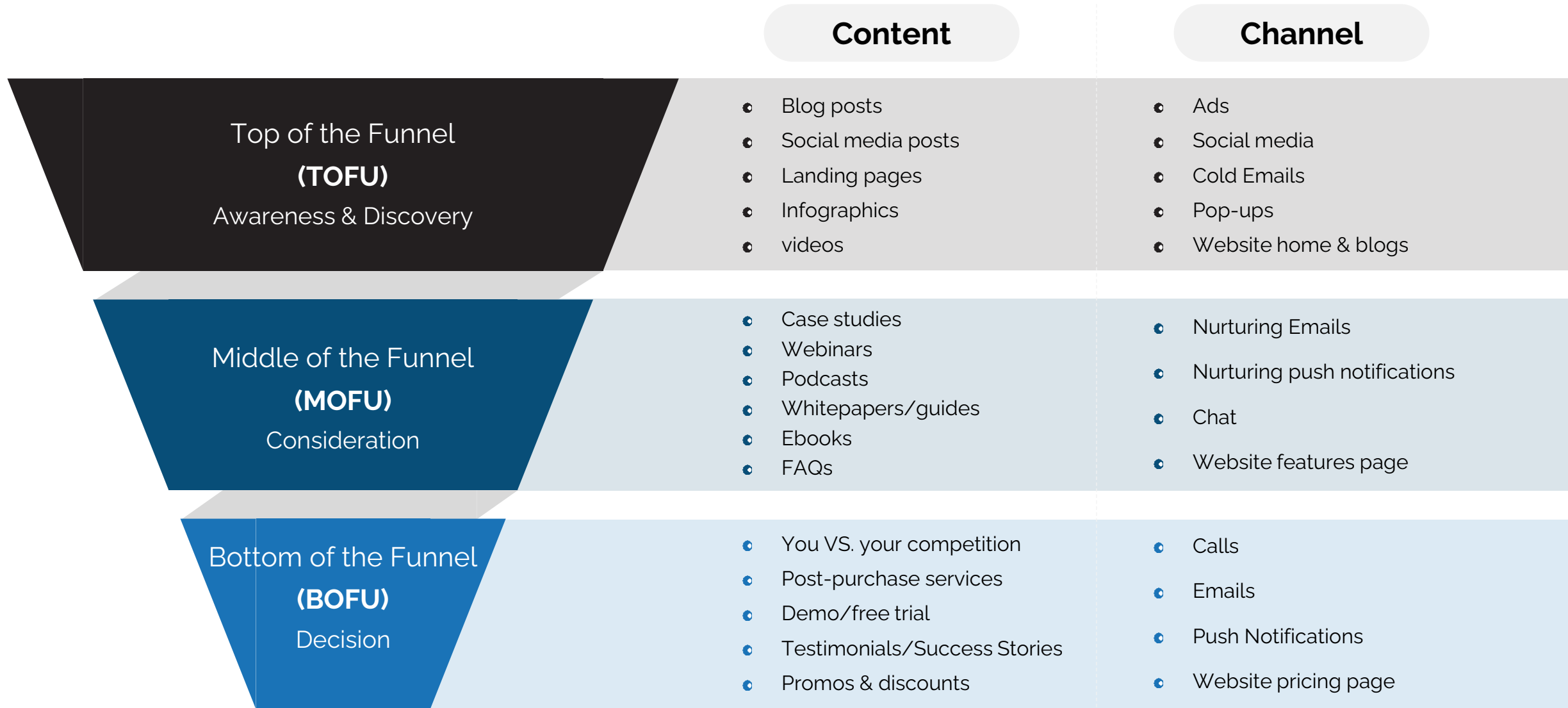
MUNICIPAL PERFORMANCE

City of Atlanta



2020 Small Business Development Program for Watershed Management and Hartsfield-Jackson Atlanta International Airport

Marketing Funnel - Strategies



Let's Collaborate



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