

# Chip Hartman

## Value Proposition & Branding Specialist

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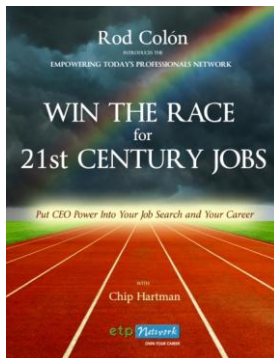
*Chip is small business owner and published author based in Parsippany, New Jersey specializing in the development of web-based branding and marketing for small-to-medium sized business and consumer markets.*

*His company, [MeridiaSystems.com, LLC](http://MeridiaSystems.com), helps companies 1) create authentic, well-vetted value propositions; 2) discover, develop, deploy and maintain their brands; and 3) build high-impact, well-branded corporate web sites to attract new business.*

***MeridiaSystems.com: Powerful. Polished. Professional.***

## Published Author (Print and Digital)

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### [Win The Race for 21<sup>st</sup> Century Jobs](#)

*Co-authors: Rod Colón & Chip Hartman  
© 2010 etp press ISBN 978-0615315683*

*March 10, 2010*

The 21st century jobscape is radically different from that of the late 20th century when the Internet was just starting to take off. There is an entirely new approach to finding jobs that leverages the power of networking, a CEO of ME, Inc. mind set, advocates within your network, and a tightly crafted value proposition. Your network and the Internet are your new power tools for finding that next position and standing out from the competition.

## Other Publications

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### **LinkedIn Profile Marketing Brochure (2016)**

(Marketing Brochureware)

March 6, 2016

### **Susan Kelley: A Brand Story**

(LinkedIn Post)

February 29, 2016

### **The Super Secure Stealth Key**

(LinkedIn Post)

February 16, 2016

### **The Caring Coach**

(Presentation Slide Deck)

February 11, 2016

### **The Birth of a Brand**

(LinkedIn Post)

October 8, 2015

### **Rod Colon & BlogTalkRadio.com: "Own Your Career" Marketing Card**

(Marketing Brochureware)

October 5, 2015

### **Air Crashes: Why Do They Happen?**

(LinkedIn Post)

August 31, 2015

### **The Story Power of Iconic Photographs**

(LinkedIn Post)

June 23, 2015

### **The Audi Drone Ad: For The Birds?**

(LinkedIn Post)

May 27, 2015

### **Why They're Lighting Up the Matterhorn This Year**

(LinkedIn Post)

April 28, 2015

### **Win The Race for 21st Century Jobs**

(Marketing Slide Deck: Re-Published)

March 25, 2015

## Other Publications (cont'd)

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### **Unstoppable Brand Momentum**

(LinkedIn Post)  
February 20, 2015

### **Value Proposition Vetting Tool: MS Excel**

(Self-Paced Learning Tool: Download)  
February 14, 2015

### **A Vetting Tool for Your Value Proposition: in MS Excel!**

(LinkedIn Post)  
February 14, 2015

### **The Pale Blue Dot: 25 Years Later**

(LinkedIn Post)  
February 13, 2015

### **The Value Proposition Triple Play**

(LinkedIn Post)  
February 1, 2015

### **The Donegal Association of New York**

(Web Site Design & Development)  
January 26, 2015

### **Losing Mom at Christmastime**

(LinkedIn Post)  
January 1, 2015

### **James Karr Piano: Corporate Web Site**

(Web Site Design & Development)  
December 2, 2014

### **BiCoastal Data Technologies: Marketing Brochure**

(Client Marketing Brochureware)  
October 29, 2014

### **BiCoastal Data Technologies: Corporate Web Site**

(Corporate Web Site)  
September 25, 2014

### **The Mathematics of Personal Branding**

(Article)  
November 11, 2013

## Other Publications (cont'd)

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### **Where Do You Stand on the Personal Brand?**

(Article)

November 5, 2013

### **Welcome to JibberJobber!**

(Online Interactive Marketing)

October 4, 2013

### **LinkedIn Profile Branding and Optimization Brochure**

(Brochureware)

October 3, 2013

### **Get Traction for your Executive Job Search with LinkedIn**

(E-Book)

July 8, 2013

### **Scholastic SoHo Store Web Site**

(Web Site: Scholastic, Inc.)

June 10, 2013

### **Personal Branding: Fuel Injection for Your Business**

(Presentation to Montville, NJ Chamber of Commerce)

December 11, 2012

### **Tune Up Your Cover Letters**

(Article)

November 19, 2012

### **A New Twist on Taglines**

(Article)

November 8, 2012

### **Fast Track to Nowhere**

(Article)

October 17, 2012

### **Personal Branding: The What, The Why and The How**

(Presentation to North Jersey Networking Group)

March 12, 2012

### **Build Your Brand**

(E-Book)

February 17, 2012

## Other Publications (cont'd)

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### **Illustrative Marketing/Branding/Advertising (IMBA)**

(Experimental Advertising Portfolio)

January 1, 2012

### **Rod Colon Consulting: Trifold Marketing Brochure**

(Brochureware)

November 8, 2011

### **The Basics of Personal Branding**

(E-Book)

August 12, 2011

### **Turbocharge Your LinkedIn Profile**

(E-Book)

July 4, 2011

### **Win The Race for 21st Century Jobs: Cover Art**

(Graphics for WTR21, © 2010 etp press)

March 10, 2010

### **Want More Interviews? Master the T-Letter**

(Webinar)

October 30, 2008

### **Board of Veteran CEOs (Overview)**

(Brochureware)

June 10, 2012

### **Mike O'Brien Introduction Sheet**

(Brochureware)

July 9, 2011

### **7 Steps Job Aid - for Rod Colon and the ETP Network**

(Instructional Aid)

September 1, 2009

### **Scholastic Kids Press Corps: Internet Web Site (Screen Capture)**

(Web Site: Scholastic, Inc.)

August 12, 2009

## Clients for Value Proposition / Branding / LinkedIn Profile

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[Ralph Hansen](#)  
[Jeanette Iglesias](#)  
[Nick Romo](#)  
[Russell J. Thomas](#)  
[Elissa Goldman](#)  
[Luke T. Meisenbacher](#)  
[Tom Dullaghan](#)  
[Lisa K. Meisenbacher](#)  
[Jennifer J. Mitchell](#)  
[Jeffrey Krantz](#)  
[Ellen Frasco](#)  
[Mike O'Brien](#)  
[Tom Burns](#)  
[Susan B. Kelley](#)  
[John Kelley](#)  
[Hinda Dabney](#)

## Corporate Employment

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- Contract Employee
- **Corporate Web Development**
- New York City, NY
- 2004 - 2013



- Owner/Managing Member
- **Writing, Graphics & Brand Consulting**
- Montville & Parsippany, NJ
- 2005 - present



- Employee
- **Corporate Web Development**
- Basking Ridge & Bedminster, NJ
- 1989 - 2003



- Contract Employee
- **Cleanroom Training Consultant**
- Hudson, MA
- 1985 - 1987

## Contact Information

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*Mr. Chip Hartman*

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