



Culture Shift Team

POINTS OF CONTACT:

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WEBSITE:
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CORPORATE PROFILE

FEIN: 83-1105316
DUNS: 089324514
CAGE: 8BKQ0

DIVERSITY BUSINESS CERTIFICATIONS

WBE & WOSB Certified, WBEC South
MBE Certified, MNAA
Small Business, Metro Nashville

NAICS CODES

611430 Professional development training
541613 Marketing mgmt consulting
541910 Marketing research services
541910 Marketing analysis services
541810 Advertising agency consulting
541930 Language services
512110 Instructional video production
512110 Video production and distribution

CAPABILITY STATEMENT

Culture Shift Team helps organizations **better understand and leverage the shifting demographics and culture** that create business opportunities and challenges in the marketplace and workplace.

Internally, Culture Shift Team helps leaders shape, strengthen and build culture through diversity, equity and inclusion data, strategy, education and coaching.

Externally, Culture Shift Team's multicultural marketing and advertising agency designs powerfully relevant communication strategies for all audiences.

CST is driven by our passion to help organizations achieve equity and inclusion, and ultimately to remove barriers to human potential and performance. Each CST member has experienced what it is like to be a member of a minority group: experiencing exclusion, being an afterthought, with assumptions made based on identity. At the same time, CST members also benefit from the privileges of being members of majority groups that hold power in some way. This team knows how deeply inclusion and exclusion impact organizations and their brands.

CST knows they are not alone in seeking the change that breaks down barriers of human potential. Companies seeking inclusion and equity -- those organizations who know that it is time to make the shift -- are the real change agents. CST is here to accelerate that change.

Founded in 2017 by Ann Gillespie, Marcela Gómez,
and Robert L. Wilson.

Currently 17 full-time team members located in
Detroit, Nashville, New York, Pittsburgh, Southern
California, and South Florida.

CULTURE SHIFT TEAM PRODUCTS AND SERVICES

DIVERSITY, EQUITY AND INCLUSION DATA

- DEI Assessment
- Inclusion Climate Survey
- Reflective Listening
- DEI Dashboard Development

EDUCATION, TRAINING & DEVELOPMENT

- Diversity Breakthrough for Trust, Innovation & Growth
- Implicit Bias Algorithm
- Conscious Conflict
- Cultural Agility
- Multicultural Customer Service Workshops

DEI MANAGEMENT CONSULTING

- Diversity & Inclusion Strategy
- Diversity Recruitment
- Leveraging DEI for Marketing
- Benchmarking & Competitive Analysis

CUSTOMIZED E-LEARNING AND TRAIN-THE-TRAINER PROGRAMS

- Upload to client LMS or access through CST platform
- Customization, branding and white label capabilities
- Full use of CST's creative and production team
- Education design team ensures dynamic, accessible content
- User survey and feedback

MULTICULTURAL MARKETING & ADVERTISING

- Campaign Development & Implementation
- Market Research & Analysis
- Culture & Language Insight
- Community Outreach
- Influencer Management
- Media Buy (Traditional, Digital, Social Media)
- Media Relations

CREATIVE & PRODUCTION

- Graphic Design
- Website Design
- Social Media Strategy & Management
- Video Production

LANGUAGE SERVICES

- Translation & Transcreation
- Interpretation Services
- Voice Over Talent
- Subtitles for Video Production

PARTIAL CLIENT LIST

Amazon	Genesco	Seattle Children's Hospital
AllianceBernstein	Girl Scouts of Middle Tennessee	SKOAP Clinical Trial
AT&T	Helados La Neta	SurgeryPal Clinical Trial
Asurion	Hensel Phelps	Philadelphia Children's Hospital
Academy of Country Music	Metro Nashville Airport Authority	Sigma Lambda Gamma National
Austin PBS	Nashville Entrepreneur Center	Sorority
Bridgestone Americas, Inc.	Nissan North America	Vanderbilt University Medical Center
Barbershop Harmony Society	NECTAR Clinical Trial	Venture Forward
BMW USA	Pass It On Clinical Trial	Vietti Chili
Cracker Barrel Old Country Stores	ResearchMatch.org	
Cummins, Inc.	Sexual Assault Center	