

ELEVATED BRAND STRATEGY IN THE AI AGE



Thank you for your keen interest in Evolve & Adapt!

Scroll through these pages to learn who we are, what we do, and how we work. You will also find letters from some of our satisfied clients.

When you partner with our firm, you get the best of two worlds. We combine the high-level guidance of a certified management consultancy with the technical execution of a digital marketing agency.

Using AI-driven market intelligence, we deliver the strategic clarity and market defensibility your business needs to grow. But our real advantage lies in our unique background and over 30 years of experience, allowing us to build distinct, human-led brand strategies that stand out and win in the AI Age.

Are you ready for your business to evolve and adapt?

Because we are.

Sincerely,

J C Sum, *Founder*

Certified Management Consultant |
Generative AI & Digital Marketing Strategist





ABOUT THE FIRM

EVOLVE & ADAPT

EVOLVE & ADAPT

Headquartered in Singapore, Evolve & Adapt is an award-winning management consultancy that helps businesses find clear direction, protect their market share, and grow safely in the AI Age.

As certified consultants, we cut through the tech confusion to help companies define the exact business and brand strategies they need to stay relevant and highly successful.

Our core services include:

- Strategic Marketing Consulting
- Business Strategy
- Branding Consulting
- Digital Marketing



OUR DIFFERENCE



AI-Driven Market Intelligence

We leverage advanced digital tools to uncover deep consumer insights, analyse market data, and spot emerging trends with exceptional accuracy.



Strategic Brand Distinction

Drawing on 30 years of combined experience, we build distinct, human-led brand strategies that stand out and command attention in an AI-driven market.



Consultant & Digital Skillsets

We are strategic marketing management consultants with the certified technical expertise of a digital marketing agency.

CERTIFICATIONS



**Professional SG Certified
Management Consultant**
(TR 43:2015)



**SSG-WSQ Certified
Digital Marketing Strategist**

**AMERICAN MARKETING
ASSOCIATION**

Professional Certified Marketer
Marketing Management



**Generative AI for Business
Leaders LinkedIn Certified**



Facebook Blueprint-certified



Hubspot Certified
(Inbound Marketing, Social Media
Marketing and Email Marketing)



Google Certification
Analytics, Search Ads, Display Ads
And Measurement



SEMrush Certification
Digital Agencies Certification,
SEO Toolkit for Advanced Users





Strategic Marketing Specialists of the Year - Singapore



AWARDS

TODAY



THE STRAITS TIMES

The **Star**
people's paper

MONEY FM
89.3
STAY AHEAD

the  **new** paper

THE EDGETM
SINGAPORE

Medium

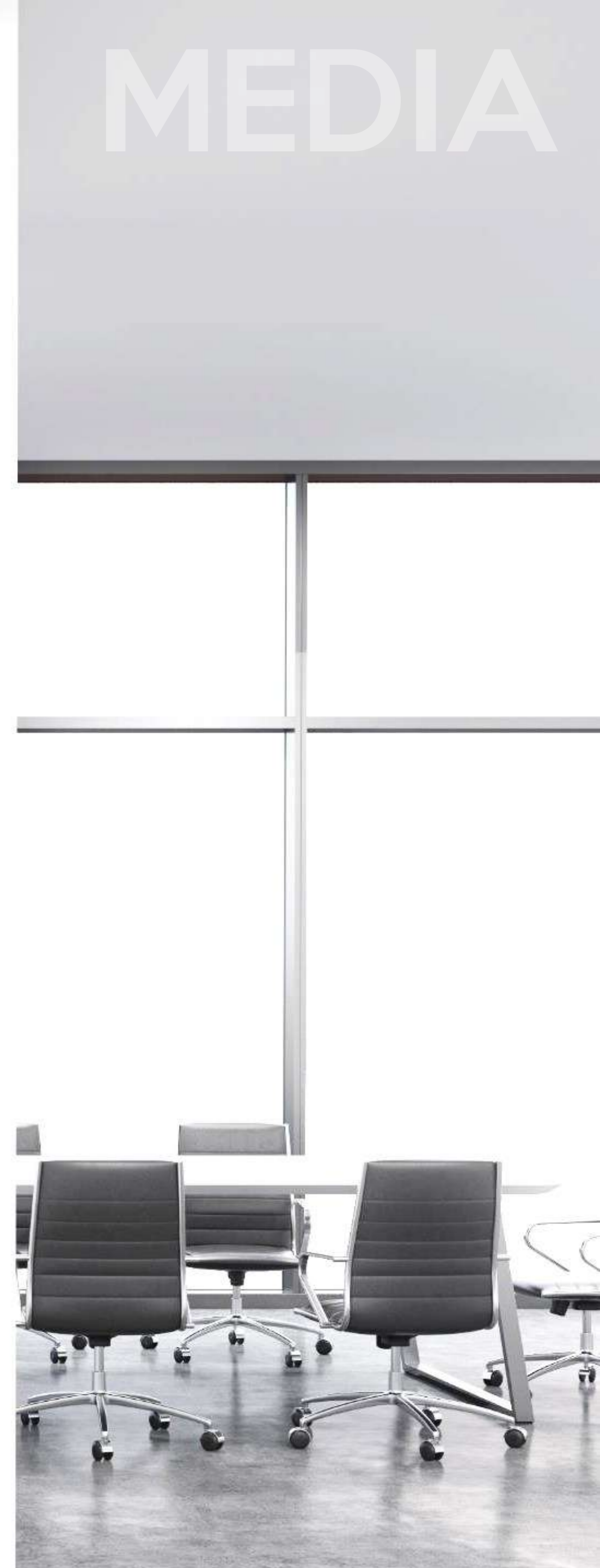
NEW STRAITS TIMES
ESTABLISHED 1845

 **DIGITAL JOURNAL**

MarketWatch

THE BUSINESS TIMES

MEDIA



BRANDS
WORKED
WITH



Evolve & Adapt is helmed by certified professional management consultants recognised by Enterprise Singapore.

**Enterprise
Singapore**

We can assist SG companies in the application of the following government grants:

- Enterprise Development Grant (EDG) that supports up to 50% of marketing & business strategy projects.
- Market Readiness Assistance (MRA) grant that supports up to 50% of overseas business development projects.

EVOLVE & ADAPT



CORE SERVICES



MARKET RESEARCH & ANALYSIS

In the AI Age, data is abundant, but clear direction is rare.

Evolve & Adapt combines AI-enabled data gathering with the strategic expertise of certified management consultants and analysts to deliver deep, actionable market intelligence.

Our AI-Driven Capabilities:

- **Market & Competitor Intelligence:** Spotting emerging trends and protecting market share.
- **Consumer Behaviour Research:** Understanding human motivations in a tech-driven market.
- **Online Visibility & Data Analytics:** Evaluating digital touchpoints via primary and secondary research.

BUSINESS PLAN



BUSINESS STRATEGY DEVELOPMENT

Evolve & Adapt applies proven operational and business frameworks to help companies optimise profitability, streamline workflows, and secure long-term market defensibility.

- **Diagnosis & Gap Analysis:** Identifying vulnerabilities, operational bottlenecks, and hidden efficiencies in your current model.
- **Profitability & Workflow Optimisation:** Designing business processes and frameworks that maximise revenue while minimising unnecessary costs.
- **Transformative Planning & Training:** Crafting the exact operational strategy needed for growth and training your staff to execute those documented processes successfully.



STRATEGIC MARKETING & BRANDING

Evolve & Adapt crafts and fine-tunes fundamental marketing strategies to ensure your business captures attention and wins in a changing AI landscape.

Our time-tested, AI-enabled framework protects your brand equity and sharpens your positioning:

- **Brand Audit & Core Capabilities:** Evaluating your current brand assets and identifying distinct commercial strengths.
- **Positioning Strategy & Messaging:** Defining clear, human-led brand strategies that stand out and command attention.
- **Design & Implementation:** Translating high-level positioning into impact-driven branding, graphic design, and actionable marketing plans.



DIGITAL MARKETING CONSULTANCY

For consulting clients, Evolve & Adapt executes the strategic marketing plan through AI-enabled digital marketing implementation.

Our team is highly experienced and trained in full-stack digital marketing including both **Inbound Marketing** and **Outbound Marketing**.

Inbound Marketing	Outbound Marketing
<ul style="list-style-type: none">• Website Optimisation	<ul style="list-style-type: none">• Direct Outreach
<ul style="list-style-type: none">• Content Marketing	<ul style="list-style-type: none">• Paid Digital Advertising
<ul style="list-style-type: none">• Social Media Marketing	<ul style="list-style-type: none">• Email Marketing
<ul style="list-style-type: none">• Online PR & Media	<ul style="list-style-type: none">• Affiliate Marketing
<ul style="list-style-type: none">• Search Engine Optimisation	<ul style="list-style-type: none">• Digital Sales Funnels

HOW WE WORK

EVOLVE & ADAPT

HOW WE WORK

LEARN MORE

To better understand our approach and thinking, check out our blog at [EvolveAdapt.com](https://www.evolveadapt.com)

ARRANGE A CALL

Arrange for an initial no-obligation consulting call to see how we can help.

PROPOSE PROJECT

If the initial call goes well, we will present a detailed proposal that will include project scope, deliverables and quotation.



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CONSULTING TEAM



J C SUM

Project Manager/
Strategy Consultant

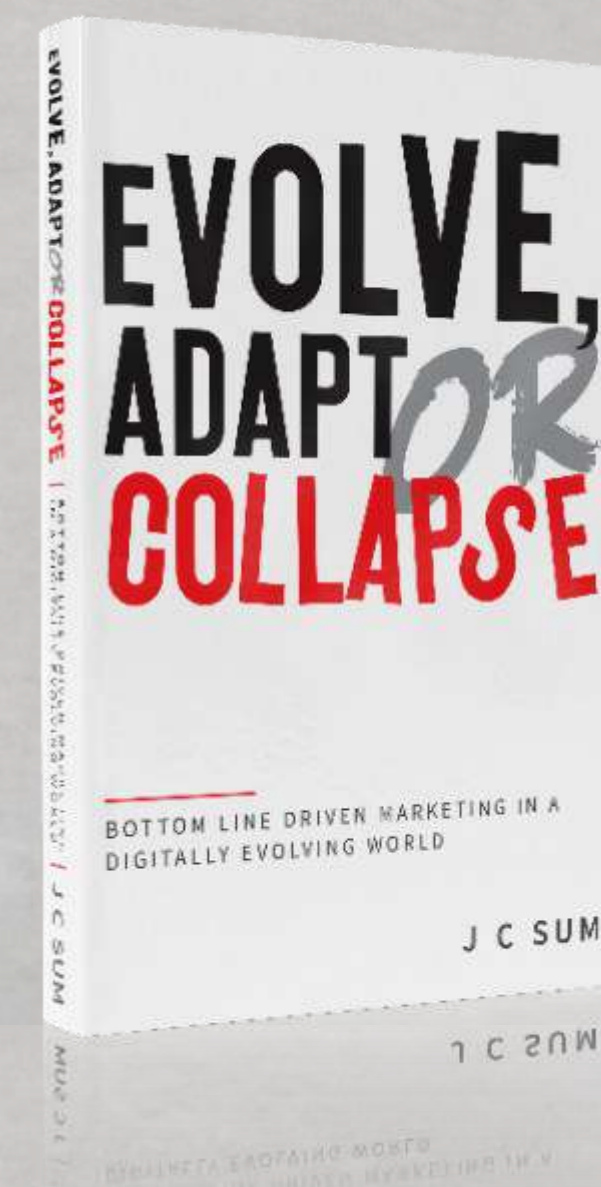


KEY TEAM MEMBERS

J C Sum is a certified management consultant (TR 43:2015), an American Marketing Association Professional Certified Marketer marketing management, as well as a certified generative AI & digital marketing strategist (SSG-WSQ accredited).

He has over 25 years of experience in marketing to all stages of the customer journey, from strategic planning, positioning, branding and marketing implementation.

J C holds a Bachelor of Arts degree from National University of Singapore and is the author of “Evolve, Adapt or Collapse”. He has been featured on The Straits Times, Business Times, Channel News Asia, The Edge Singapore, CNA938 and Money FM 89.3.





MARK WONG

Hybrid Marketing Consultant

Mark specialises in hybrid marketing and campaign design for offline and online channels. He is a certified management consultant (TR 43:2015), a graduate of the Google Skills Ignition programme, and is Hubspot-certified across digital marketing disciplines.

Besides being a Facebook Certified Media Planning Professional, Creative Strategy Professional and Digital Marketing Associate, Mark was a digital marketing trainer for Singapore Business Federation.

Mark holds a Bachelor of Science in Psychology and applies his passion for understanding human psychology, perceptions and social processes to gain insights into customer behaviour as a hybrid marketer and focus group facilitator.



**KEY TEAM
MEMBERS**



JESSIE DAI

Digital Tech Lead

Jessie manages all digital technical aspects of the business. Besides overseeing website development and online tools, she works on integrating tailored marketing solutions that optimise client-side technologies, ensuring maximum efficiency and ROI.

She holds a Bachelor in Technology degree and a Master of Science in Project Management, both from National University of Singapore.

Jessie is certified in training & adult learning (TAE) through the WSQ Advanced Certificate in Learning and Performance (ACLP) and Google-certified in Digital Marketing, Analytics and Ads (Search, Display, Measurement), as well as SEMrush-certified across all SEO tools.



**KEY TEAM
MEMBERS**



TESTIMONIALS



“Evolve & Adapt was engaged to assist in crafting and implementing an inbound digital marketing strategy for a specific new product offering.

The challenge was to reach specific international markets while keeping the product messaging consistent but targeted to the intended audience.

The Evolve & Adapt team demonstrated their ability to research and understand our market and have the technical expertise in digital marketing to implement the necessary.”

PROJECT SCOPE

- Digital Marketing Strategy
- Content Development
- Search Engine Optimisation

Ong Yong Beng
CEO



“Thank you to your team for the transformative work on our strategic rebranding.

You’ve successfully elevated our positioning to a true Workplace Hygiene & Facilities Support Partner. Your focus on building a framework around compliance, certification, and integrated facilities management has completely changed how we present our capabilities. We now have a highly professional brand identity that allows us to stand out and confidently win corporate and institutional clients.

Truly appreciate your strategic depth and expertise.”

Esther Chua
Business Manager



Holistic Commercial Cleaning

PROJECT SCOPE

- Business Strategy
- Identifying Market Opportunities
- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation



“Thanks to Mark and the team, they kept our project moving forward at different phases to ensure all our goals were met.”

Mark played a big part in helping us to rebrand and reposition our flagship product, IMPAX. We are happy with the results and had a good experience working with Evolve & Adapt.”

Timothy Kor
Head of Business Unit



PROJECT SCOPE

- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation
- Content Writing

“Evolve & Adapt worked with Kelly Luxury to differentiate ourselves from the competition, identify market opportunities and improve our customer journey and experience. We believe we are now strategically positioned to leverage on our strengths and grow our business further.

The team was consistently responsive and worked fast to provide insights and solutions to marketing challenges.

I highly recommend Evolve & Adapt as a strategic marketing management consultant.


Joel Ong
Director

KELLY LUXURY
CERTIFIED. AUTHENTIC. AFFORDABLE.



PROJECT SCOPE

- Business Strategy
- Identifying Market Opportunities
- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation



“Evolve & Adapt successfully developed a positioning and branding strategy that focuses on our strengths and takes our competitors into account.

Subsequently, the team built a new website that includes optimised digital product categories and listings as well as a request-for-quotation system. They also implemented various marketing efforts including SEO, Facebook marketing and email marketing.

I highly recommend Evolve & Adapt’s strategy consulting and digital implementation services to all SMEs.”

Zainuddin Hosni
Operations Manager

PROJECT SCOPE

- Business Strategy
- Identifying Market Opportunities
- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation
- Facebook Marketing



**ONE-STOP SIGNAGE,
ROAD SAFETY &
OFFICE EQUIPMENT**

“Evolve & Adapt transformed our 20-year-old brand with a new brand identity, marketing focus and strategic plan.

Their expertise in market research, strategic marketing and digital marketing has provided our business with a much-needed boost to compete in the current business environment.


Thank you to J C Sum, Mark Wong, Jessie Dai, Sabrina Rafiz and the rest of the team for the hard work and effort.”

Aaron Teoh
Business Manager



PROJECT SCOPE

- Business Strategy
- Identifying Market Opportunities
- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation
- Facebook Marketing



“We are very pleased with Evolve & Adapt in successfully rebranding our preschool by researching and understanding our competitive advantages to highlight our differentiated value.

Separately, the team also did an excellent job in a range of marketing implementation activities such as website development, logo design, copywriting, content writing and search engine optimisation.

They are very professional in their work and at the same time very personal and approachable. Hence, we could always turn to them with ease when in doubt. Highly recommended.”

Claudine Ann Chua
Founder

PROJECT SCOPE

- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation
- Content Writing



“Evolve & Adapt helped us focus our business and branding on our core strengths. By focusing on providing certified school sports events and programmes, we differentiated ourselves from competitors and can build a strong position in the marketplace.

Evolve & Adapt displayed high-level marketing expertise and knowledge and provided timely updates throughout the project duration.

I look forward to working with them on another project shortly.”

Stanley Moo
Sales Manager



PROJECT SCOPE

- Business Strategy
- Identifying Market Opportunities
- Strategic Marketing
- Positioning & Branding
- Digital Marketing Strategy
- Website Development
- Search Engine Optimisation
- Facebook Marketing



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