

2017

Insight Digital Media Ltd.

COMPANY PROFILE

PRESENTED TO: TRINIDAD & TOGABGO MANUFACTURERS'
ASSOCIATION



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COMPANY INFORMATION

Company Name: Insight Digital Media Ltd.

Company Address: 115 Dinsley Junction, Eastern Main Road, Tacarigua

Email: info@insightdml.com

Tel: 868-796-9894



VISION

“Leading through innovation in the development of enterprise software for the purpose of data collection and analysis in Trinidad and Tobago, the Caribbean and beyond”.



MISSION

“Capturing smart data through dynamic software applications and tools. When analyzed these tools offer, great insights into trend and behavior that impact enterprises in the way they strategize to target their potential markets”.



OUR TEAM

We are a team of developers and executives with a collective 15 years of experience with the ability to access and recommend innovative strategies. We intend to use our experience and expertise to develop cutting edge solution that provide businesses with solid strategies.

The following personnel are Directors at Insight Digital Media Ltd.

Kirk Gibson

Title: C.E.O.

Roles and Responsibilities

- Making decisions involving allocation of resources and finances
- Implement company's short term and long term plans
- Designing the path for growth and profitability of the business
- Ensure effective control mechanism and management systems are in place
- Set Priorities for the company



Kevin Smart

Title: Business Development Executive

Roles and Responsibilities

- Identifying new sales leads
- Pitching products services
- Maintain fruitful relationships with existing customers
- Keep abreast of the progress of the Sales and Marketing department
- Develop strategies to help increase business profits
- Research and develop ideas to innovate the marketing process

Maya Douglas

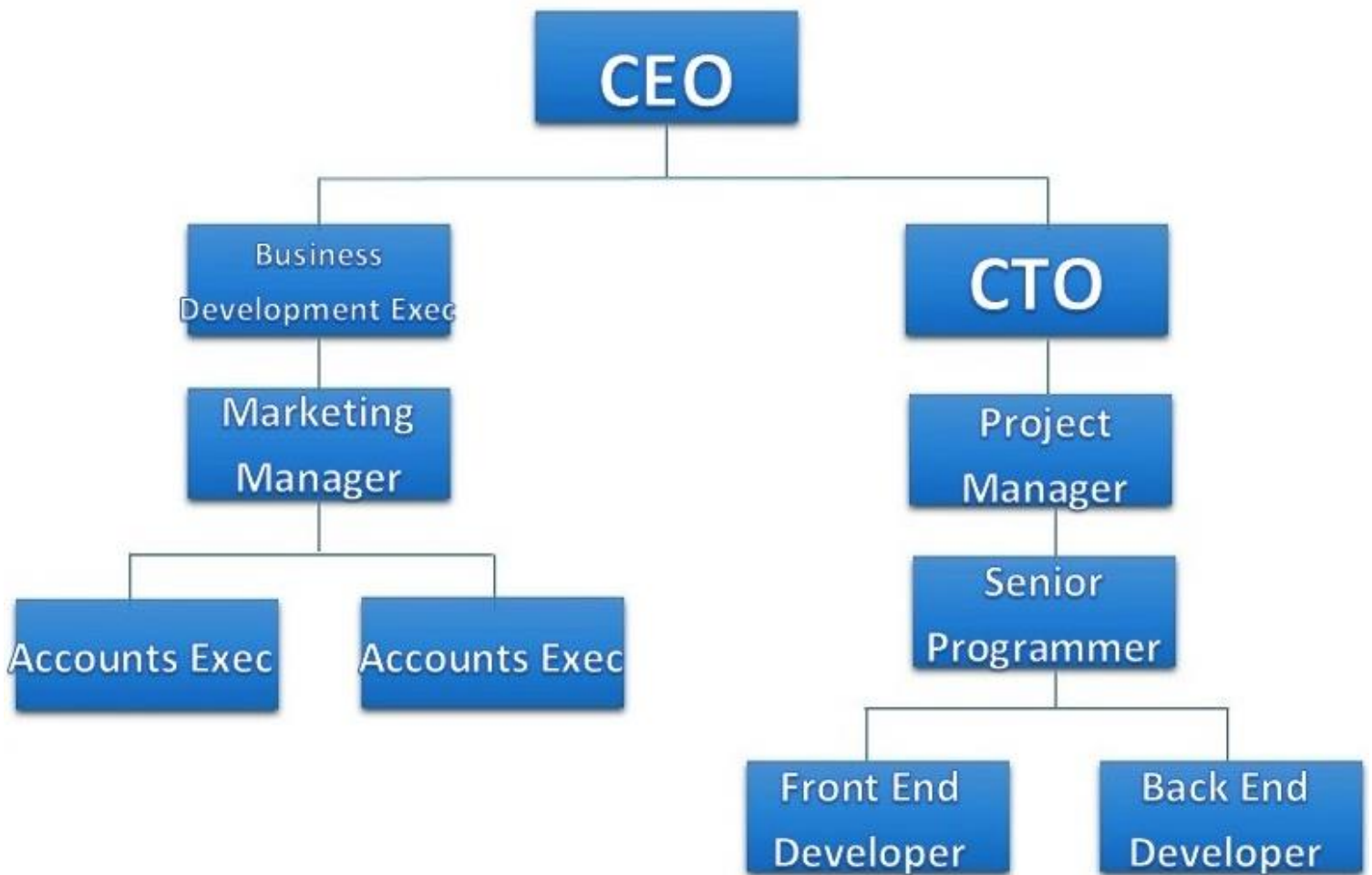
Title: Chief Technical Officer

Roles and Responsibilities

- Identify, exploit and integrate new technologies
- Drive business strategy
- Ensure efficiency on all projects
- Reduce cost of development
- Enhance communication and collaboration within development team
- Set reasonable timelines for development projects



ORGANISATIONAL STRUCTURE



OUR CORE PRODUCTS & SERVICES

"Since our inception, we have developed products and services that are parallel to our VISION and our MISSION as company."



EVENT APPLICATION PLATFORM



Description:

Our event application platform allows event owners to have a central location for event attendees to easily access information about the event with their mobile devices, while also collecting smart data on attendees and exhibitors that help lead generation.

