

## What We Do

Clarify | Reframe | Educate | Innovate | Imagine | Conceptualize | Optimize | Implement

A deep cultural, economic and industrial shift is palpable in the global marketplace. This shift is informed by new values like social responsibility, ethical leadership, sustainability and transparency. Because innovative ideas and great design are more important than ever — standard approaches to strategic planning, business development, perception management, community outreach and branding are outmoded and ripe for reinvention.

SagerMonti is founded on the belief that design adds value and makes good business sense. During these times of accelerated change towards an emerging future, today's creative professionals and their constituents require an increased capacity for adaptive leadership that nurtures cultures of innovation to accomplish the goal of inventing new possibilities for a sustainable future.

SagerMonti's mission is to help organizations and their constituents understand emerging futures, invent breakthrough ideas, position for new opportunities, and design innovations that benefit both business and society.

## How We Work

SagerMonti adventurously and proactively explores opportunities where 'design thinking' can be applied to reframing the understanding of a given situation. By exploring, supporting and promoting creative problem solving, we create contexts for transformative innovation. Like designers, we absorb and resolve ambiguities to create synergies between the interconnected set of values, ideas, and activities.

SagerMonti offers expertise in strategic planning, external positioning and marketing in order to help creative practices and their clients achieve their strategic objectives. To promote relevant and meaningful business practices, we develop and support working relationships across a broad range of constituencies, both within our own virtual practice as well as on behalf of our clients. By working closely with a network of luminaries — affiliated thinkers, makers and doers working on the frontiers of knowledge, social change and creativity, SagerMonti is nimble, and swift in execution. We ensure that our clients, and our clients' client's, receive maximum value. Depending on the situation we can collaborate on market research and fundraising strategies for promoting working partnerships, as well as print and media production coordination, event and exhibition coordination.

While our team and facilitation, collaboration and training methods are tailored to meet each situation, SagerMonti's tactical 'deliverables' span a broad range of services including but not limited to identifying unmet needs and designing relevant practices, creating and executing original strategies for developing innovative products and entering new markets, building strategic alliances, engaging communities, building and coaching of internal marketing departments, facilitating co-mentoring programs, as well as presenting our clients to prospective clients, publishers and curators. SagerMonti helps clients tell their story and communicate their value with clarity and meaning. We help to engender trust and elevate "the conversation" in a way that is customized to suit each client's unique requirements.

## Who We Are

### **Janet Sager, Partner**

Prior to establishing SagerMonti with Christina Monti in 2007, Janet founded Sager Design Research + Communication, a broad-based consulting practice that specialized in positioning design and arts organizations. Her formal educational background includes Fine Art and Environmental Design at Parsons School of Design / the New School in New York City as well as a degree in Art History / Visual Culture at UCLA.

Professional commitment to, and advocacy for the design profession began in 1989 working beside Thom Mayne for nine years as the Business Development “Maverick” for Morphosis Architects, the Pritzker award-winning architecture firm based in Santa Monica and New York, producing twelve publications and coordinating over fifty exhibitions for the firm. From 1999 to 2005, Janet served as Director of Research and Publications for the international practice of Santa Monica-based architecture firm Moore Ruble Yudell Architects & Planners, positioning the firm for national recognition as winner of the National AIA Firm award in 2006.

She has served a five-year term on the board of the Los Angeles Forum for Architecture and Urban Design and has taught an innovative fourteen-week marketing seminar at SCI-Arc to graduate and undergraduate architecture students since 2005.

### **Christina Monti, Partner**

With a diverse background in design, marketing, business development and writing, Christina draws on her experiences to thoroughly investigate, analyze and distill complex information as a means of identifying the most meaningful content for her clients. Christina has spent the last ten years working in marketing and business development roles for some of Southern California’s most notable architects. Throughout her experience, her focus has remained on major positioning, identity, and marketing assignments. At SagerMonti, Christina leads the implementation process, including marketing analysis, research and identity and brand analysis, and develops actionable strategies that come to life through design. She has developed meaningful strategic campaigns and marketing initiatives for companies including Lehrer Architects, Lorcan O’Herlihy Architects, Steinberg Architects and Steven Ehrlich Architects.

With a degree in Landscape Architecture from Texas A&M University and a background in project management and implementing strategy, Christina has continually balanced her work on outward communication and marketing campaigns with the internal development of staff and culture, and has created and implemented programs within several, working closely with principals as well as management-level staff to facilitate co-mentoring programs.