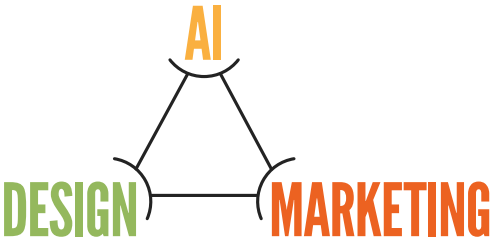
SOVA

We are a forward-thinking advisory, services & product innovation company that blends AI, human and customer-centered design & marketing expertise to create amazing outcomes.

As technology accelerates everything, companies can't just jog along; they need to be engineered to sprint. That's the beat at the heart of SOVA, a company designed for what's next — building services and products that help businesses, and people, thrive in a world moving faster than ever.

Get in touch:
hello@letsgosova.com



AI, Design, Marketing – the triad of strengths that form SOVA's foundation. These aren't just buzzwords; they're the disciplines vital for adeptly navigating and scaling businesses in today's fast-evolving landscape. From sophisticated tools that provide insights and guidance to compelling brand narratives and advertising, down to the nuts and bolts of functional systems, products, and applications – SOVA is designed to tackle it all. As complexities deepen and cycles accelerate, the need for a holistic and dynamic approach becomes paramount.

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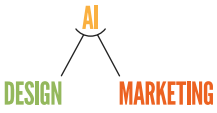


From talking toasters to drug discovery, AI is quickly permeating everything. Useful across the gamut from personal and professional organization to creative brainstorming to security and data analysis it is becoming increasingly critical to implement AI strategies and tools to stay ahead of the game.

The power of AI alone is poised to reshape our experience of the world. Critically, though, It needs to be usable and accessible for everyone it touches for it to be truly successful. Design is the engine that will make AI most functionally usable for the widest range of people. Marketing will be gateway that explains its value and makes it accessible.

Design is less a thing we make than a way we think — from research to inception to execution, understanding how things and ideas might be conceived and crafted to be most effective for the audiences that use or interact with them.

Approaching challenges through disciplined design process has proven transformational on its own. The addition of AI as a companion allows us to devise and execute a universe of previously impossible human-centered and data-driven solutions. Inject marketing's strategic storytelling and you get a critical leg up, driving adoption more quickly with target audiences in an environment where everything moves at the speed of light.

We approach Marketing as an art of subtle and deft strategic persuasion. Virtually no idea or product, or philosophy — or anything, really — gains traction without well researched, strategized, and crafted marketing that knows its audience. The range of possibility… also vast, but like AI and Design, to harness Marketing successfully is to start with understanding the problem(s) you need to solve.

Design and AI take Marketing's already formidable power and put it on steroids. Think of design as marketing's constant companion, working hand in glove to elevate and support marketing concepts and strategies with incredible brands and audience driven experiences. When we add the analytical and generative power of marketing-centric AI tools we unlock a powerful new world of possibility.

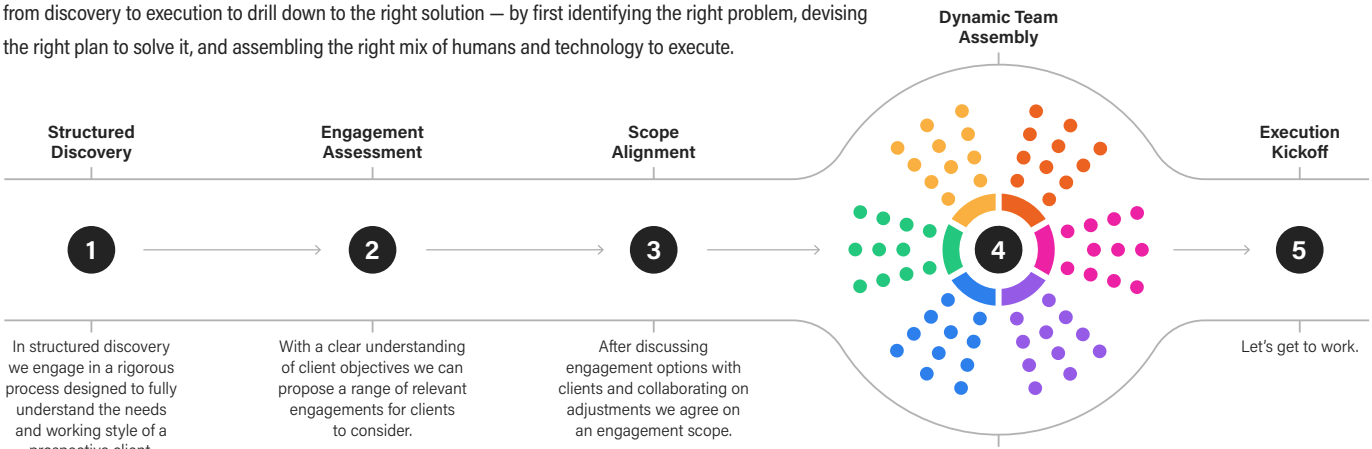
Holistic & Dynamic

Holistic and Dynamic – the two drivers that underpin the SOVA approach. Our method involves a comprehensive, end-to-end process, starting with a detailed analysis of problems and extending to skilled execution, tailored to fit any project or scope. This flexibility is made possible by our dynamic teams model. And finally, AI isn't just something we sell to clients; it's an essential part of our own methodology, a vital member of our team embedded in our process from beginning to end.

HOLISTIC PROCESS

Rigorous, end-to-end. From discovering the right problems to executing with the right teams

Problems can be tricky. Often the problem we think we need to solve is only a symptom, only one piece of the problem, or the wrong problem altogether. And that's just the beginning. That's why we partner with clients from discovery to execution to drill down to the right solution — by first identifying the right problem, devising the right plan to solve it, and assembling the right mix of humans and technology to execute.



Structured Discovery

In structured discovery we engage in a rigorous process designed to fully understand the needs and working style of a prospective client.

Engagement Assessment

With a clear understanding of client objectives we can propose a range of relevant engagements for clients to consider.

Scope Alignment

After discussing engagement options with clients and collaborating on adjustments we agree on an engagement scope.

(our Dynamic Teams Model will allow us to make adjustments to scope, if needed)

Dynamic Team Assembly

Steps 1-3 are designed to provide a detailed picture of project and client needs and working style. Armed with this we tap our network to assemble optimized execution teams tailored to each project across the gamut.

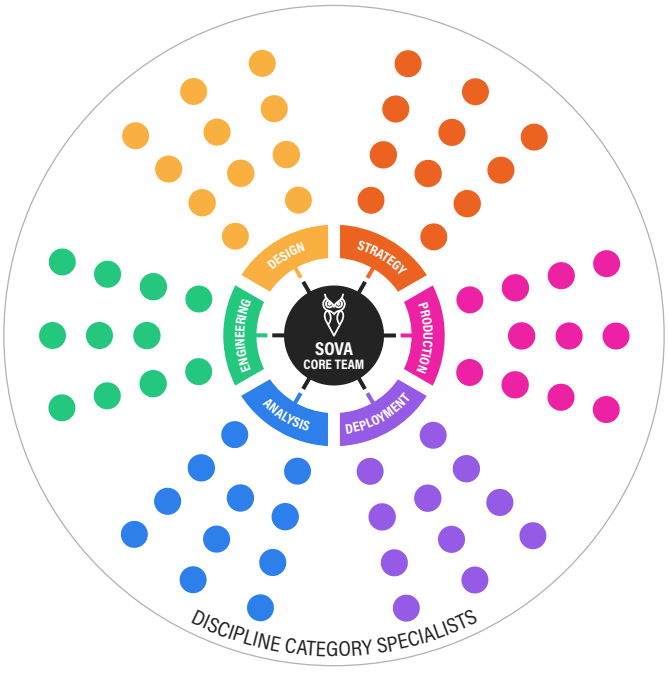
Execution Kickoff

Let's get to work.

DYNAMIC TEAMS

Assembling the right team for any job. Every time.

The success of every individual project depends on the the skills and expertise of the team that brings it to life. What's often not so clear is that each and every project is comprised of a unique blend of requirements and disciplines, and no company can maintain a staff with a broad enough base of expertise to cover them all. So often what this means is you land somewhere between good enough and disappointing. But it doesn't have to work like that. SOVA's Dynamic Teams model is designed from the ground up so that no matter what the project, guided by the **Core Team** the **Specialist Team** executing it is the right team for the job.



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SOVA Partners

SAM SOVA / CEO

I grew up in Milwaukee and like most midwesterners (I'm finding), I moved away and now have "moved back home." I've traveled all over the world, and have had the privilege to experience technology and cultural revolutions in marketing and creative in the heart of it, whether it be Silicon Valley or New York.

My career path has been multi-industrial and corporate driven (Fiserv, AT&T, TIAA, Johnson Controls to name a few), as I've taken roles that are seeking to transform or think about how organizations can do marketing and creative better. In my 15+ years at industry leading organizations I consider myself an accomplished, creative, and solutions-oriented marketing expert and demonstrated success in delivering outstanding results across business development, marketing, branding, communications, public relations, social media, and digital transformation. I've always had the drive and curiosity to do things better, and incorporate new technology to the system.

I'm an intuitive strategist with specialized expertise in orchestrating and implementing forward-looking, differentiated branding campaigns to drive consumer awareness, interest, and conversion. I've developed a track record of success in redefining and refreshing the branding voice and tone across all marketing assets to connect better with target audiences. And testing and learning new ways to do things better to implement across large organizations.

Through my experience in corporate roles, I've worked with more than fifty marketing and creative agencies and I think there is a better way to do it, and that's what Cristian, Dave, Karl and I are building here at SOVA. A new type of company that has bleeding edge technology like AI at its core and only brings top talent to have the privilege to serve our clients.

CRISTIAN FLEMING / Chief Design Officer

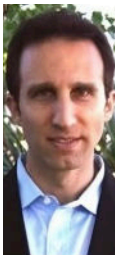
I was born somewhere in California, but having moved frequently as a child, I continue to answer the question, "Where are you from?" with, "All over." A mobile upbringing offered me a view of diversity that continues to inspire my ideas about the world, and the formative Montessori education I was fortunate to have been gifted by my parents instilled in me an (at the time unrecognized) understanding of how designed experience can electrify one's perspective on how to navigate it. I went to art school to become an illustrator and through my training I learned about visual composition — also design. As I grew in my creative training, through my experiences, and from people I met along the way I learned that that visual composition could be applied to not just what we see but everything we experience, and that design could simply be thought of as informed intention. My personal understanding of this paralleled a larger move, led by companies like IDEO to expand the definition of design to thought processes – design as a process to catalyze many potential outcomes.

In 2011 I founded a design company, The Public Society, with an ambition to create visual design for the greater good, Over time The Public Society evolved into a human-centered collaborative employing design as a process, in order to create systems, experiences, brands, platforms, tools, spaces, and ideas for organizations and companies endeavoring to build a more equitable world – collaborating to tell their stories and build systems so they can do their work more impactfully.

In 2021 I was formally diagnosed with autism, which has offered me further insight into my lifelong fixation with the practical and psychological application of designed systems, and led me deeper into my love of design as a genuine science with the track record of (and evergreen potential to) make the world a more navigable environment.

As Chief Design Officer at SOVA, I am focused on designing systems that harness collaboration between humans and emerging technology to create outcomes that benefit both business and human experience.

KARL SIMON / Chief Technology Officer



Hailing from a background deeply entrenched in technology and innovation, my career spans multiple decades of delivering impactful solutions in applications, data engineering, analytics, and BI development. My journey in this ever-evolving field began with a solid educational foundation at UC Berkeley, supplemented by a lifelong commitment to self-education that keeps me at the cutting edge of technological advancements.

Throughout my career, I have been fortunate to work with both B2B and B2C giants, including Genentech, Accenture, Komodo Health, Hudson's Bay, and Gap. In each of these roles, I've honed my skills across a broad spectrum of technologies and business processes, establishing myself as a master of my craft with both breadth and depth of knowledge.

I see myself as more than just a leader in my field. I am a perpetual learner, always seeking to integrate the latest advancements into my work. This approach has allowed me to stay ahead in a rapidly changing industry, continuously applying my growing knowledge and skill set to benefit my clients.

My career is characterized by a relentless drive for excellence, a commitment to delivering results that not only meet but exceed expectations. Whether it's improving process automation or driving insight-generating initiatives, my goal is always to elevate each project to new heights. With a wealth of experience and a deep understanding of both technology and business needs, I am dedicated to bringing a transformative impact to every endeavor I undertake.

DAVE GREENFIELD / Chief Product Officer

Raised in the dynamic and ever-evolving world of technology and analytics, I've built my career on a foundation of innovation and adaptability. My journey began with a solid educational background, earning a BBA in Finance from the University of Michigan and an MS in Computer Science, with a specialization in Natural Language Processing (NLP) and Machine Learning (ML), from Columbia University. This unique combination of finance and tech expertise has been the cornerstone of my two-decade career.

My professional path has been diverse and challenging, spanning across various sectors including Financial Services, Marketing, Adtech, and Healthcare. I've had the privilege of contributing to both industry giants and agile startups, shaping data and analytics strategies for companies like FactSet, Twitter, Veeva, Gnip, Crossix, and Komodo Health. In each role, I've sought to push the boundaries of what's possible in data analytics, leveraging my dual expertise to create groundbreaking solutions.

I consider myself a seasoned expert, not just in crafting cutting-edge solutions, but also in understanding the nuanced needs of different industries. My career has been a testament to a relentless pursuit of excellence and innovation. Whether working with established corporations or dynamic startups, my goal has always been the same: to elevate each project to its highest potential, harnessing the power of data to unlock new opportunities and insights.

Now, as I continue to navigate the ever-changing landscape of technology and data analytics, I remain committed to delivering exceptional results, drawing on my extensive experience and unique educational background to drive success in every venture I undertake.