

COMPANY OVERVIEW

Imua Marketing & Strategy LLC, an SBA certified Service-Disabled Veteran-Owned Small Business, delivers data-driven insights, strategic communication, and tailored marketing solutions.

Founded by Daniel Otineru and Peter Arend, both U.S. Army veterans and current market research professionals, and John Presutti, a 30-year veteran in international marketing and research, Imua brings a mission-driven, results-oriented approach to strategic marketing and audience engagement.

Together, they offer deep technical and leadership experience and make a team that blends operational rigor with global insight.

NAICS CODES

PRIMARY NAICS: 541910 - Marketing Research And Public Opinion Polling

Secondary NAICS: 518210, 541613, 541720, 541810, 541820, 541850

CORE COMPETENCIES

- Public Opinion Research
- Consumer Research
- Marketing and Advertising
- Public Relations & Corporate Communications
- Digital Marketing & Media Consulting
- Management Consulting

IMUA MARKETING AND STRATEGY LLC



6628 Sky Pointe DR STE 129-1430
Las Vegas, Nevada 89131,
United States

UEI: LQLDG7NMYBC1
CAGE Code: 11CY5

PSC CODES

B506 - Special Studies/Analysis- Data (Other Than Scientific)
R422 - Support- Professional: Market Research/Public Opinion
R701 - Support- Management: Advertising
R702 - Support- Management: Data Collection
R708 - Support- Management: Public Relations

DIFFERENTIATORS

We deliver **data-driven, culturally resonant strategies across a variety of sectors including public diplomacy, consumer goods, tourism, and defense communications.** Our work draws on behavioral economics, social science, and real-world leadership in high-pressure environments.

With experience across **Central and Eastern Europe, the Baltics, Balkans, Middle East, West Africa, and Southeast Asia**, we operate effectively in complex, high-risk settings that require trust building and adaptive logistics.

Our team blends **advanced qualitative and quantitative** research with **behavioral modeling and segmentation analysis to turn data into actionable insight—and insight into influence.** We develop impactful campaigns grounded in evidence, helping clients thrive in fast-moving, often challenging communication landscapes.



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