

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.

IMUA MARKETING AND STRATEGY LLC

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



UEI: LQLDG7NMYBC1
CAGE Code: 11CY5

NAICS CODES

PRIMARY NAICS:

541910 - Marketing Research And Public Opinion Polling

Secondary NAICS:

518210, 541613, 541720,
541810, 541820, 541850

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

CORE COMPETENCIES

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



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IMUA MARKETING AND STRATEGY LLC'S POSITIONING

At Imua Marketing & Strategy LLC, we understand that federal agencies and defense organizations operate in complex environments where **public perception, trust, and influence directly affect mission success**. Internal communications and analysis teams provide critical capabilities, yet agencies increasingly benefit from external partners who can bring **fresh perspective, specialized methodologies, and cross-cultural expertise** to complement existing efforts.

As a **Service-Disabled Veteran-Owned Small Business**, Imua offers a unique blend of **military-informed discipline, values-based research, and strategic communications expertise**. Our work is built on the principle that understanding human behavior - both domestically and abroad - is essential for shaping effective policy, countering adversarial influence, and advancing U.S. interests.

We deliver:

- **Independent, trusted insights** to strengthen policy, programs, and strategic communications.
- **Culturally attuned frameworks** informed by firsthand experience in Europe, the Middle East, Africa, and Asia.
- **Values-based analysis** that uncovers not just *what* people believe, but *why*, enabling more effective outreach and influence.
- **Agile, mission-driven execution** aligned with federal contracting requirements and national security priorities.

With Imua, agencies gain a partner who bridges rigorous research, operational credibility, and strategic foresight—helping missions move forward with strength.

DIFFERENTIATORS

Military-informed perspective: Bringing operational discipline and strategic foresight to research and communications.

Global cross-cultural expertise: Hands-on experience in diverse regions where cultural nuance determines outcomes.

Values-based methodology: Rooted in multi-disciplinary academic theories of human behavior, we are experts in uncovering the “why” behind opinions and behaviors, and how to leverage it for effective strategy development.

SDVOSB designation: Enabling federal partners to meet procurement goals while gaining elite strategic insight, as both a Prime Contractor or Sub-Contractor.

Boutique agility with global reach: Small enough to adapt quickly, experienced enough to deliver at scale.

Expertise of a large consultancy, boutique agency pricing: With over three decades of experience with major brands and governmental agencies, we delivery cost-effective, high-level results.



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