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Backgrounder

Mission Statement: Kontainer Koncepts was founded on the principle of analyzing and improving on existing products in the marketplace. Our team of engineers and marketing personnel expand on the basic concepts and function of the products. Once satisfied regarding all perimeters of functionality we pride ourselves on bringing the improved product to the marketplace as being more useful to the end users. In addition, we are constantly developing in-house items based upon perceived needs in the many areas of manufacturing and marketing.

Executive Bios:

Dr. William H. Berger, President

B.A. Roosevelt University-Chicago, Ill.
M.A. Claremont Graduate University, Claremont, Ca.
Ph.D. Western States University, Missouri

Dr. William H. Berger, Ph.D., President., has a strong background of over 50 years in the health care field and in medical product development in the aerospace industry . His Masters Degree is in Urban Institutions and Systems, Claremont Graduate University, Claremont, Ca. His education and work experience provided him with the innovation and insight to establish Kontainer Koncepts for the purpose of research, new product development and marketing of ideas to serve the restaurant and fast food industry.

Ashok Sayl, Chief Operating Officer

Marketing Manager
B.Tech, Electrical Engineering
Indian Institute of Technology-Delhi

Syal, Marketing Director.,is an entrepreneur and inventor with education from the Indian Institute of Technology,B.Tech, Electrical Engineering, Delhi. Ashok is the owner of Sumpraxis, an organization he founded in 2005.

Sumpraxis is established to implement management and consulting service to include IP related services, prototyping, media and marketing materials,

mergers and acquisitions. As marketing director he has assisted Kontainer Concepts in the prototyping, marketing and media development of the KUPLID.

With several years of consulting experience in the start-up of organizations and the implementation of business programs, procedures and execution including IP related services, prototyping, marketing and media.

Mitchell L. Berger, Vice President

Director of Sales

Mitchell has 25 years experience in acquisition, business development and management of restaurants, coffee & teahouses.

Mitchell L. Berger, Vice President., founder of Jay's Coffee Waffles & More, Fullerton, Ca. Mitchell's experience has been in creating, growing and franchising businesses, helping clients open and their own business and to improve existing operations. Mitchell is the principal inventor in conjunction with his father Dr. Berger of the KUPLID.

Gladys Field, Secretary & Treasurer

Lisa Marks, Director Advertising

A.A. Fashion Design - Fashion Institute of Design & Merchandising (FIDM)
B.S. Marketing/Advertising - C.S.U. Dominguez Hills

Lisa has education and extensive experience in traditional and online marketing/advertising in diversified industries. Writing copy, press releases and newsletters for entertainment industry: Disney, Warner Bros., etc., licensed products (gifts and collectibles) at Applause, she became very familiar with these companies philosophies and procedures.

Participatin in the launch of Skechers as the Director of Retail Marketing, she developed and distributed POP (in-store branded displays) and managed a field service team. Point of Purchase Times featured Lisa In articles such as 40 Under 40 (40 people under 40 years old that were making an impact on in-store merchandising) and Women in POP. Marks was described by the magazine as a "heaver hitter". At L.A. Gear (established by the Skechers family), Lisa coordinated and executed co-op advertising programs for accounts.

Lisa has also worked in marketing research and has created graphics for both print and web as well as advertising campaigns for many SOHO and brand-building companies.

www.creativemarks.com