



Sam Harding

Founder & Managing Partner



2025 Small Business Leader of the Year Nominee

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Small Business Leader of the Year Digital Packet and Interview Application



Part I:

1. Name: Sam Harding Title: Managing Partner
2. Company: INTENT Sales And Marketing
3. Business Phone: 904.233.3226 Email: sam@intentsam.com
4. Business Address: 5011 Gate Parkway, Building 100 Suite 100, Jacksonville, FL 32256
5. Are you a member of the JAX Chamber? Yes No
6. Your business is a Corporation Partnership Proprietorship
7. Year company established: 2019
8. Percentage of the business which you own: 100%
9. Industry Type: Financial Manufacturing Real Estate Health Care Services
 Technology Retail Other (Marketing Consulting/Coaching)
10. Give a brief description of your company's products and/or services. Business Process / Marketing Consulting
11. Number of outlets or offices: 1
12. Is the company headquartered in Jacksonville? Yes No
13. Gross annual revenue: less than \$1 million \$1-5 million
14. Number of employees: 1-25 26-50 51-100 more than 100
15. List Business/Trade/Professional and Civic/Service Associations and Positions held:
SCORE Jacksonville, Chapter Vice-Chair, CEO Forum Facilitator, Jacksonville IT Council, Vice President, Tech Coast Conference Board – Communications
16. Honors/Awards Received: _____

Small Business Leader of the Year

I have reviewed this application and confirm that all information given is correct:

Signature: Sam Harding

Date: 11-18-2024

Part II



Business History

In 2019, INTENT Sales And Marketing was founded with a clear vision: to help businesses develop a holistic approach to marketing, processes, and strategy. Too often, I had seen companies struggle with fragmented efforts—viewing marketing as an isolated entity that didn't align with their operations, teams working in silos, and strategies disconnected from execution. I knew there had to be a better way.

Drawing on my experience helping businesses refine their processes and align their operations, I understood that success requires more than isolated tactics. It demands an integrated go-to-market approach where every decision, team, and process works in harmony toward a common goal. Working with clients on business process mapping, including using the RACI model, shaped this approach. By clearly defining roles, responsibilities, and workflows, I've helped organizations streamline their operations and create systems that enable accountability and collaboration.

Since our launch, we've partnered with businesses ranging from startups to established organizations, helping them implement strategic frameworks and achieve measurable growth. A key focus has been equipping teams to execute effective marketing and understand the "why" behind their efforts. This enables businesses to make informed decisions, align strategies, and measure success clearly and confidently.

At INTENT, our work is grounded in the belief that everything a business does is marketing, and every action contributes to how it goes to market. By aligning strategy with execution and creating clear processes, we empower businesses to thrive in an ever-changing marketplace.

Philosophy

We believe that marketing is not a standalone activity—it is integrated into the foundation of how a business operates and grows. Every decision, interaction, and product reflects the strategy behind it, and every action contributes to how the business engages with its markets. Success comes from alignment—businesses thrive when teams, processes, and strategies work together toward a shared goal.

Our philosophy is also rooted in empowerment. We aim to equip businesses with the tools and knowledge they need to make informed decisions about their marketing. By fostering a deeper understanding of their strategies, we help them determine when to handle efforts in-house, when to outsource, and how to measure success effectively. This approach builds confidence, accountability, and sustainable growth within the organizations we serve.

This philosophy has been shaped by years of hands-on experience and thought leadership. A focus on intent and a strategy-first approach to marketing guide how INTENT supports its clients. Our work goes beyond delivering solutions; we focus on clarity, purpose, and execution to help businesses create meaningful, measurable impact.

Our mission is to help businesses grow not just for today but with the clarity and purpose to sustain success for the future. By aligning strategy with execution, businesses can create systems and processes that empower them to adapt, evolve, and thrive in a competitive landscape.



Part II



Management

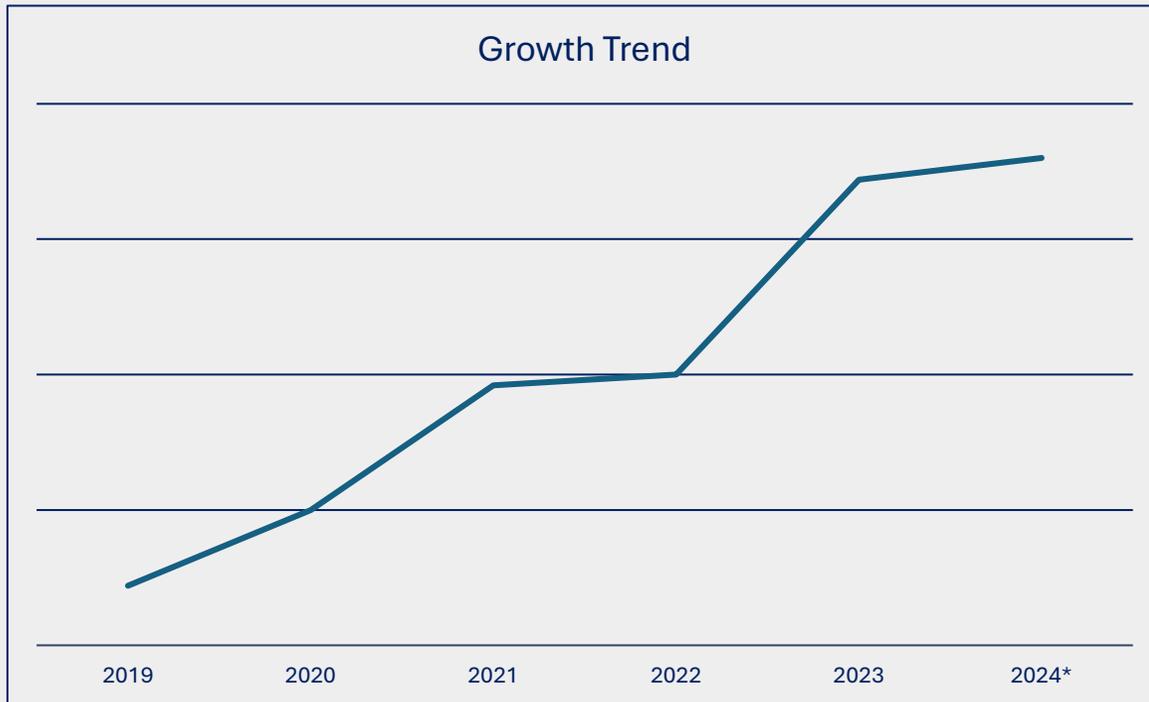
Our management philosophy centers on alignment, accountability, and repeatable processes. These principles ensure that our team and clients operate cohesively, with every initiative contributing to meaningful and measurable outcomes.

Our approach begins with creating clarity—defining goals, roles, and priorities to align efforts across teams. We incorporate tools like the RACI model (Responsible, Accountable, Consulted, Informed) to clarify responsibilities and streamline collaboration. By mapping out processes in detail, we help businesses establish clear ownership and accountability across every aspect of their operations.

We emphasize repeatable processes that drive efficiency, consistency, and scalability for our clients and operations. By leveraging proven frameworks like the Entrepreneurial Operating System (EOS), we create systems that ensure progress and measurable results. Our strategies are further informed by tools like Strategy First and Go-to-Market (GTM) frameworks, ensuring alignment between strategy and execution.

At the heart of our management philosophy is a commitment to empowerment. We don't just help businesses execute—we equip their teams with the tools and understanding needed to make informed decisions. This process-driven approach fosters a culture of collaboration and trust, enabling businesses to grow with clarity and purpose.





*projected

Growth

Since its founding in 2019, INTENT Sales And Marketing has experienced steady growth, both in the scale of our impact and the range of businesses we've served. From startups seeking clarity in their marketing efforts to established organizations refining their strategies, we've built a reputation for delivering results that align with our client's goals while equipping their teams to sustain those results.

One of our key growth areas has been helping businesses execute effective marketing and understand the "why" behind their efforts. By fostering a deeper understanding of their strategies, we enable our clients to make informed decisions about when to manage marketing internally and when to seek external expertise. This consultative approach has expanded our reach across diverse industries, including technology and professional services, where we've evolved our services and deepened processes tailored to each client's unique needs.

This growth has also extended to the way we work. As demand for our services has increased, we've refined our internal processes to ensure scalability while maintaining the high-touch service our clients expect. Frameworks like EOS and Go-to-Market strategies allow us to manage growth without losing focus on the individualized needs of the businesses we support.

While revenue and client numbers have grown steadily, our most meaningful growth lies in the relationships we've built and our impact on the businesses and communities we serve. By empowering businesses to align strategy with execution, we create long-term value that helps them adapt, evolve, and thrive.



Part II



Innovativeness and Response to Adversity and Competition

Innovation begins with understanding our client's needs and tailoring our approach to meet them. When I first started INTENT Sales And Marketing, I envisioned it as a traditional marketing agency. However, I quickly realized that my skill set and experience were better suited for a consultative and advisory role. This sparked a shift in our business model, moving away from an agency-focused approach to one centered on coaching and empowering businesses to take control of their growth.

Innovative Approaches

This transition enabled us to develop a unique methodology that combines business coaching with actionable marketing strategies. By integrating frameworks such as the Entrepreneurial Operating System (EOS), Go-to-Market (GTM) strategies, and business process mapping—including the RACI model—we help businesses align their operations, clarify responsibilities, streamline processes, and achieve measurable results. This consultative approach provides guidance and equips our clients with the tools to sustain their growth independently.

Responding to Adversity

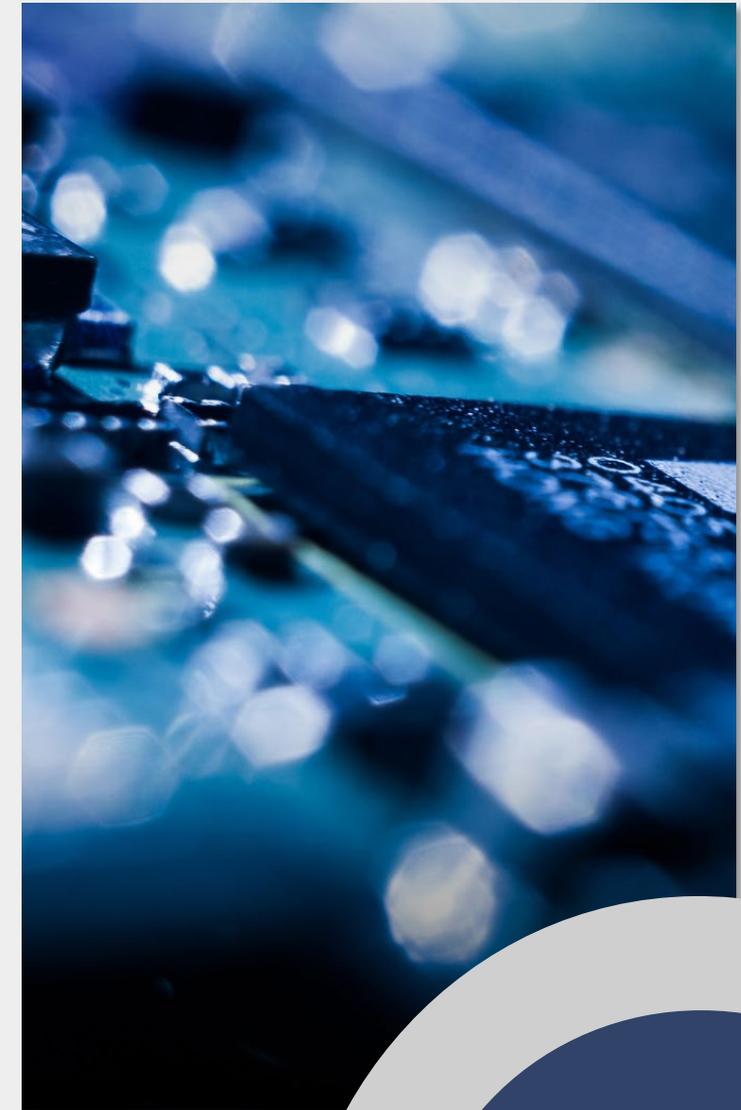
The COVID-19 pandemic highlighted the need for flexibility and innovation. We guided our clients through rapidly adopting digital marketing strategies, enabling them to maintain customer engagement

and adapt to changing market conditions. During this time, I facilitated SCORE Jacksonville's transition from in-person workshops to virtual webinars, ensuring local businesses continued to access critical resources without disruption. Similarly, I played a key role in transforming the Tech Coast Conference into a Virtual Speaker Series, preserving its value as a platform for business and technology leaders. These efforts demonstrated our ability to adapt quickly, solve complex problems, and maintain community support during unprecedented challenges.

Staying Ahead of the Competition

We differentiate ourselves in a competitive market by embracing a coaching-based model prioritizing empowerment and alignment. Unlike traditional agencies focused on delivering specific services, we take a holistic approach—integrating strategy, operations, and marketing efforts. We ensure clarity in roles and responsibilities by utilizing tools like EOS, GTM frameworks, and business process mapping. This approach addresses immediate challenges and builds long-term resilience, enabling businesses to thrive in evolving environments.

Through innovation, adaptability, and a commitment to aligning strategy with execution, INTENT Sales And Marketing continues to redefine how businesses achieve growth and success in an ever-changing world.





Leadership and Community Contributions

Leadership is at the heart of my work, both professionally and within the community. My passion lies in empowering businesses and organizations to align strategies, grow purposefully, and foster collaboration within their teams. Beyond my professional endeavors, I actively contribute to the Jacksonville community through mentoring, volunteering, and professional development initiatives.

Professional Associations

As an active member of the Jacksonville IT Council, I have served as Secretary in 2024 and will serve as Vice President in 2025. Leading the Communications team for the Council for several years, I have worked to foster collaboration among businesses and the local technology community. Additionally, I have played a key role in the Tech Coast Conference, a flagship event that unites industry leaders and businesses to explore how technology can drive growth.

Mentorship and Volunteerism:

As a certified SCORE mentor and Vice Chair of SCORE Jacksonville, I have worked closely with small business owners to refine their strategies, align their processes, and navigate challenges. One of my most impactful contributions has been serving as a facilitator for the local CEO Forum, a program I helped establish as part of a dedicated committee. This initiative provides peer-to-peer support and strategic insights for business leaders and has expanded to include multiple groups, underscoring its value to the local business community.

During the COVID-19 pandemic, I worked with SCORE Jacksonville to pivot from in-person workshops to webinars, completing the transition in just one day to ensure uninterrupted support for local businesses. Similarly, I played a key role in reimagining the Tech Coast Conference as a Virtual Speaker Series, maintaining its value as a platform for collaboration and innovation. These efforts demonstrated a commitment to adaptability and leadership in challenging times.

Community Impact

Beyond professional contributions, I am deeply committed to strengthening the community through education and collaboration. My involvement extends to supporting emerging entrepreneurs, mentoring business owners, and helping businesses integrate technology to drive efficiency and growth. By fostering collaboration and alignment, I believe we can empower teams and individuals to achieve their goals and create lasting success.

A Commitment to Leadership

Whether through my work with INTENT Sales And Marketing, my roles within SCORE and the JAX Chamber, or my broader volunteer efforts, I am dedicated to creating an ecosystem where businesses and communities can thrive. Leadership is not just about guiding others—it's about listening, collaborating, and creating opportunities for success.



Addendum

Biography

I grew up in San Angelo, a small town in West Texas, where I was raised by hardworking parents—a carpenter and a waitress—who taught me the value of persistence, adaptability, and service to others. These early lessons shaped the foundation for a career marked by growth, reinvention, and a commitment to helping others succeed.

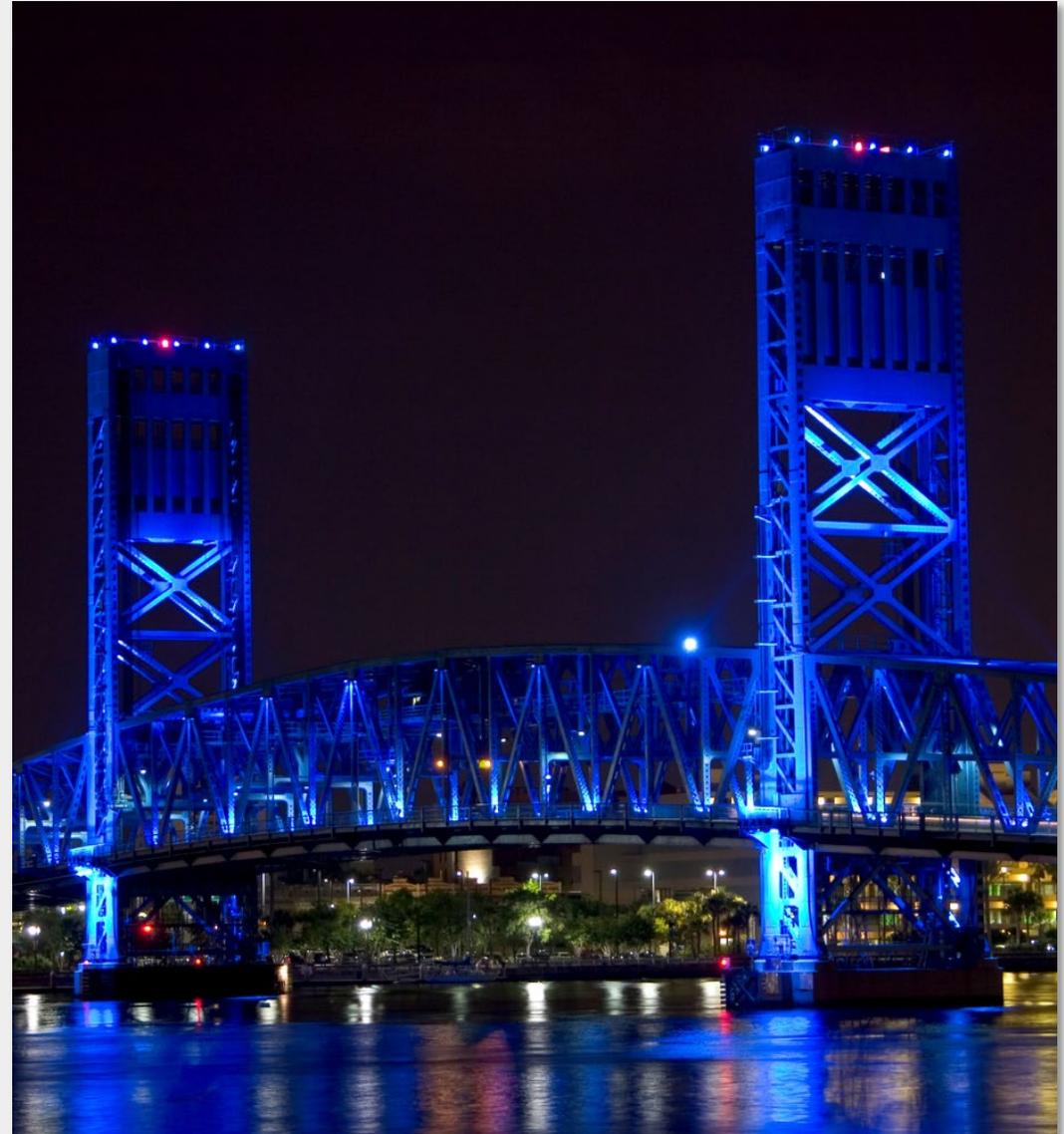
Over the years, I've navigated several major transitions, each shaping my understanding of business and strategy. I began my career in grocery retail, working my way up to in-store management before moving into private-label marketing, where I learned the intricacies of brand development and client management.

From there, I transitioned to a data analytics company, managing clients and leading teams of analysts. This role helped me hone my skills in data-driven decision-making and team leadership. Later, I became a product manager for a small British software company that was sold to a multinational software company, where I gained valuable experience in technology and product development on a larger scale.

In 2019, I founded INTENT Sales And Marketing to bring together the insights I'd gained throughout my career. My mission is to help small and mid-sized businesses align their marketing with their strategies, empowering them to grow with clarity and purpose.

Since moving to Jacksonville, Florida, in 2000, I've been deeply involved in the community, raising my two sons here and contributing to organizations like SCORE Jacksonville, the JAX Chamber, and the Tech Coast Conference. Through these efforts, I've mentored business owners, facilitated learning, and supported the local technology and business community.

I believe that leadership is about service and growth—helping others navigate challenges, embrace opportunities, and create lasting impact. My journey reflects a lifelong dedication to learning, adaptability, and empowering those around me to achieve their potential.



Addendum

Statement of Merit

I am honored to be nominated by the Jacksonville IT Council for the 2025 Small Business Leader of the Year. This recognition reflects not just my individual efforts, but the incredible collaboration and support I've received from the Jacksonville business community.

Over the past several years, I have dedicated myself to helping businesses align their strategies and grow with purpose. Through INTENT Sales And Marketing, I've partnered with small to mid-sized businesses to bridge the gap between strategy and execution, empowering them to achieve clarity, accountability, and meaningful results.

Beyond my professional work, I've made it a priority to give back to the community that has supported me. As Vice Chair of SCORE Jacksonville and a leader in the Jacksonville IT Council, I've had the privilege of mentoring business owners, facilitating peer-to-peer learning programs like the CEO Forum, and helping organize impactful events such as the Tech Coast Conference. These efforts are grounded in a simple belief: strong businesses create strong communities.

This nomination inspires me to deepen my commitment to serving local companies and organizations in Jacksonville. My hope for the coming year is to continue building on this momentum—fostering collaboration, driving innovation, and empowering others to succeed.

Thank you for this opportunity to reflect on my journey so far and for considering the work I hope to continue in the years ahead.



Sam is one of those experts that gets straight to the heart of the challenge. He is a strategic thinker, a talented tactician and a consummate planner. He is a team player who seeks first to understand and then to collaborate on finding and implementing the right solution. He is a passionate leader, an innovative thinker, and would be an outstanding asset to any business team.

Michael B. Letchford,
CEO, Fifth Dimension

Sam is incredibly analytical and strategic. I have had the opportunity to work with him on a very large project where many hurdles existed. He was able to jump them all. His industry knowledge is unparalleled and I would work with him again on any project. Sam has a high level of integrity and I would recommend him to any company who wants things done the right way.

Todd Ashworth
Director, Space Management, WinCo Foods

Sam not only helped clarify and narrow our own vision, but his exceptional research of our competition opened up completely new avenues for revenue of which we were not even aware. Because of his hard work, we have a clear vision and a comprehensive plan for moving forward.

Mary Lee Cunill
CEO, Try Communications

Addendum

November 25, 2024

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

Dear Selection Committee,

Recommendation for Sam Harding – Small Business Leader Nomination

It is with great enthusiasm that I recommend Sam Harding for the Small Business Leader award. Sam's exceptional leadership and adaptability have been instrumental in ensuring the success and continuity of the SCORE Jacksonville chapter's mission, even during the most challenging times.

When COVID-19 abruptly disrupted in-person workshops, many organizations faced months of uncertainty and delays in adapting to new ways of delivering services. However, Sam's proactive mindset and innovative problem-solving turned a potential crisis into a seamless transition. Under his leadership, the SCORE Jacksonville chapter successfully shifted from in-person workshops to online webinars with such efficiency and precision that we only lost a single day of programming.

This incredible feat was no accident—it was the result of Sam's foresight, strategic planning, and deep commitment to supporting small businesses. He worked tirelessly to select the right technology, train presenters, and ensure participants felt comfortable with the new format. His ability to maintain the quality and accessibility of our workshops not only preserved the value we offer but also reinforced the trust of the small business community we serve.

Sam's adaptability during COVID-19 is just one example of his broader impact on the SCORE Jacksonville chapter. He consistently demonstrates a passion for helping small business owners succeed by delivering programs that are practical, timely, and impactful. His dedication to innovation and excellence in service delivery has set a new standard for our chapter, and his contributions have left a lasting positive legacy.

For these reasons and more, I strongly believe that Sam Harding is deserving of the Small Business Leader award. His efforts exemplify the resilience and leadership qualities this recognition seeks to honor.

Sincerely,

Frances Fisher

SCORE | Jacksonville

Certified Small Business Mentor.

Southeast Regional Director.

904-307-0924

Nov. 11, 2024

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

To Whom It May Concern:

I am very excited to be able to write this letter of recommendation for Sam Harding, who has worked closely with us at Swimming Safari Swim School over the past four years as our marketing and business coach. Sam's expertise, dedication, and innovative strategies have been invaluable to our organization, helping us grow and thrive.

When our business reached a milestone of over 40 employees and 1,800 children attending weekly, we recognized the need for professional guidance to manage our growth effectively. After interviewing numerous marketing experts, Sam stood out immediately. His extensive knowledge of marketing, combined with a deep understanding of business strategies and the latest technological advancements, made him the ideal choice.

Sam brought a wealth of knowledge to the table, helping us refine our marketing strategies and business operations to align with our goals and values. Through his guidance, we developed a deeper understanding of our target market, honed our messaging, and implemented effective campaigns that directly contributed to increased enrollment and revenue. He introduced us to advanced "drip" marketing campaigns that automated and streamlined our customer engagement processes. This strategic approach allowed us to connect with our clients in a more efficient and meaningful way, directly contributing to our sustained success.

As we worked with Sam, it became clear that his expertise extended far beyond marketing. We soon entrusted him as our business advisor, and he guided us through implementing the Entrepreneurial Operating System (EOS). Despite the complexity of this methodology, Sam embraced the challenge, conducting thorough research and leading us through the process with precision and confidence. His ability to adapt and tailor solutions to our unique needs was truly remarkable.

Sam's commitment to our success went above and beyond expectations. He was always available—whether in person, over the phone, or via email—and provided thoughtful, insightful advice that helped us navigate both opportunities and challenges. He has a rare talent for asking the right questions, encouraging our leadership team to think critically and push beyond the status quo.

Beyond his technical and strategic wisdom, Sam's character stands out. He consistently prioritized our company's goals, ensuring every discussion was relevant and impactful. His leadership, both within our organization and in his volunteer and community service with organizations like SCORE and Toastmasters, speaks to his dedication and integrity.

One of Sam's greatest strengths is his ability to analyze complex situations and provide clear, actionable solutions. He took the time to understand our unique challenges and worked collaboratively with our team to develop strategies tailored to our needs. Sam's coaching style is both empowering and motivational, fostering an environment where creativity and growth could thrive.

Thanks to Sam's contributions, Swimming Safari Swim School has grown stronger, more organized, and better equipped to face the future. His influence has been nothing short of transformational, and his inspirational approach has left a lasting impression on our entire team.

I wholeheartedly recommend Sam Harding to any organization seeking a marketing and business coach who delivers results, fosters growth, and inspires excellence. If you have any questions or would like further information, please feel free to contact me at [joani@swimmingsafari.com] or [904-535-5517].

Sincerely,
Joani Maskell, Owner
Swimming Safari Swim School
4775 Windsor Commons Ct.
Jacksonville, FL 32224

Addendum



December 8, 2024

Jacksonville Chamber of Commerce
3 Independence Drive
Jacksonville, FL 32202

To Whom it May Concern:

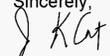
I am honored to support Sam Harding's nomination for Small Business Leader of the Year. After reviewing the purpose of this award, it is clear that Sam embodies the qualities deserving of such recognition. His contributions to the Jacksonville business community are remarkable, and I am eager to share why I believe he is an outstanding candidate for this honor.

Over the past year, I have had the privilege of working with Sam in two distinct capacities. First, we have collaborated on helping clients who need services and resources to grow their businesses. Sam consistently brings uniquely innovative ideas to the table, combining his deep expertise in information technology with creative marketing strategies to help businesses thrive. Witnessing his ability to fuse technical knowledge with practical solutions has been truly inspiring.

Additionally, I have worked alongside Sam as a volunteer with SCORE, where his contributions are invaluable. He serves as a facilitator for two monthly CEO forums, each comprising 15 CEOs from the Jacksonville area. Sam skillfully guides these leaders as they navigate challenges, offering thoughtful direction and actionable solutions on a wide range of topics. Beyond the forums, he dedicates his time to mentoring individual business leaders and representing SCORE at various events across the city.

Sam's generosity extends further through a small group he initiated, bringing together professionals specializing in sales, operations, finance, and human resources. This group has become a platform for sharing ideas, discussing community initiatives, and solving business challenges. Personally, it has been an incredible source of support for me, my business, and my clients.

Sam Harding exemplifies entrepreneurial spirit, strong leadership, and a genuine commitment to supporting Jacksonville's businesses and its people. It is with great enthusiasm that I endorse his nomination for Small Business Leader of the Year.

Sincerely,


Jennifer Cart
President
904-477-1229
Jcart@salesxceleration.com

904.477.1229 | jcart@salesxceleration.com



November 22, 2024

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

To Whom It May Concern:

I am writing to recommend Sam Harding to be selected as Jax Chamber's Overall Small Business Leader of the Year.

Sam represents the business and community leadership Jax Chamber should expect of this role. As a business leader, he has served multiple Jacksonville-based clients in driving strategic initiatives and technology advancements in the way they grow their business.

As community leader, he not only volunteers for several Jacksonville institutions, he serves as a board member and incoming Vice President for Jax Chamber's IT Council. In this role, Sam invests countless hours collaborating and supporting technology leaders throughout Jacksonville. Additionally, he is a critical influence in the successful growth of Jax IT Council's signature event, Tech Coast Conference – the largest representation of Jacksonville Technology companies in Northeast Florida.

Sam leads by example and represents the dedication and service-oriented attitude that would foster growth for the Jacksonville small business community. It's for this reason, I highly recommend him to be chosen as overall Small Business Leader of the Year for 2025.

Sincerely,



Gregory Davis
Founder & Executive Creative Director

Addendum



November 25, 2024

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

To Whom It May Concern:

I am writing to support the nomination of Sam Harding of Intent Sales and Marketing for the Small Business Leader of the Year. He is an owner of a consulting practice that assists emerging small businesses. In addition, Sam is a tireless advocate for other small business owners in the Jacksonville area through his active engagement with the JAX Chamber Information Technology Council and volunteerism with SCORE Jacksonville.

It is through Sam's involvement with SCORE that we became acquainted and worked closely together. We served together on the chapter's marketing committee and Sam routinely offered timely suggestions to help build awareness of the organization's services and programs. Sam was also Vice Chairperson during two of the three years that I served as Chapter Chairperson in which he helped formulate important decisions affecting the delivery of client services. An example of which led to the launch of The CEO Forum to assist owners of local small to medium sized companies. A second CEO Forum has since been created in which he maintains a leadership role.

Sam consistently demonstrates what I think are the type of leadership qualities deserved of being recognized. His keen analytical insights and critical thinking skills coupled with a professional and sincere demeanor are what makes Sam consistently sought out by business colleagues. Therefore, I hope that Sam's nomination to receive the JAX Chamber Small Business Leader of the Year is strongly considered. Thank you.

Sincerely,

Derrick W. Smith
Principal
Grand Central Ventures LLC

12/8/2024

JAX Chamber
3 Independent Drive
Jacksonville, FL 32202

Dear Selection Committee,

I am honored to write this recommendation for Sam Harding as a nominee for the Small Business Leader of the Year award. Having had the privilege of working closely with Sam NetTech Consultants, I've seen firsthand how dedicated and effective he is as a leader, not just in his business but in our community.

Sam is the kind of leader who truly understands businesses' challenges and works tirelessly to create solutions that drive results. Through his work with Intent Sales and Marketing, he has been instrumental in shaping and executing strategies that have elevated our marketing efforts and enhanced the way we engage with our clients and the broader community. He has a rare ability to see the bigger picture while also paying attention to the details that make all the difference.

What sets Sam apart is his approach to collaboration. He's not just a leader who tells people what to do—he takes the time to listen, educate, and guide others. His coaching-style leadership has transformed the way our team approaches marketing and strategy, helping us understand how to use these tools more purposefully and impactfully. His influence has helped NetTech Consultants achieve stronger brand recognition and better results across the board.

Sam's commitment to fostering growth extends beyond his business ventures. He's deeply involved in organizations like SCORE Jacksonville and the Jacksonville IT Council, where he gives back by mentoring others and supporting initiatives that help local businesses grow. He's not only invested in his own success but also in the success of others, and that speaks volumes about his character.

I wholeheartedly recommend Sam Harding for this recognition. His leadership, strategic thinking, and dedication to strengthening our business community make him an ideal candidate for the Small Business Leader of the Year award.

Sincerely,

James Lampke
Director of Client Solutions
NetTech Consultants
C. 904.327.9882