



Conrad Eskelinen

Business Strategist / Marketing Executive

For more than thirty years, Conrad Eskelinen has owned and operated businesses with a great deal of passion and success. He applies the philosophy learned from his parents to every business venture with which he is involved: *work hard and provide great customer service and high-quality products.*

Eskelinen learned the value of a cool head amidst chaos the hard way. He beat the odds as one of six sailors in an initial class of eighty-one to qualify as a US Navy Search and Rescue Swimmer. Life and death depended on Eskelinen and his team following precise procedures, making informed decisions, and communicating clearly during the most extreme circumstances. Whether a rescue required him to jump from the deck of a ship or the open door of a helicopter, Eskelinen never failed to remain composed and successfully finish the job.

Eskelinen transitioned the lessons of his upbringing and his Navy years into a career that has spanned multiple industries and spawned myriad successful businesses and partnerships. In 1993, Eskelinen founded his first business, Unicus Marketing, LLC and Unicus Productions, LLC, a successful full-service marketing firm and creative production studio that continues under his direction to this day. His early success in the cutthroat marketing and advertising industry and his rounded business acumen enabled Eskelinen to launch multiple subsequent businesses and positioned him as a powerhouse partner with other companies. Some of his recent entrepreneurial endeavors over the past couple decades include Data Monitoring Solutions, LLC (2006), which provides cloud-based energy monitoring systems for solar power integrators around the world, Interface Design Solutions, LLC (2012), a technology design studio and development company that creates, programs and implements custom online user interfaces for a variety of industries and BPClaimPro, LLC (2012), which provides Deep Water Horizon claim processing for businesses and families who were financially affected by the Gulf oil spill in 2010. He's also the creative mind behind DiveBum Studios, LLC (2003), an underwater and wildlife Film and Photography Company.



In recent years, Eskelinen has lent his considerable technical and marketing knowhow to companies on a fresh and elevated level to help increase profits and streamline operations. Armed with an eye for detail and an ability to grasp the big picture, as well as practical knowledge and creative solutions, Eskelinen has earned a reputation as the consummate business and marketing strategist. Unlike consultants, Eskelinen isn't just an idea guy. He not only charts a blueprint for success, but also has the resources and the skills to implement and execute that plan.

Eskelinen works with businesses at all stages of growth, from startup companies that have yet to craft a business plan to established companies seeking to rebrand and rework old strategies. No matter the individual challenges, Eskelinen will see a project through from conceptualization to profitable revenue. He'll set realistic expectations and relentlessly ensure goals are achieved.

Some of the companies Eskelinen has done business with over the years include: Nike, Comerica Bank, McDonald's, Taco Bell, Publix, PBS, Ford Motor Company, Red Lobster, Detroit Electric, Motorola, Jeep, GlaxoSmithKline, E2 Technologies, and Advanced Green Technologies. In 2012 he partnered with BP Claim Pro in generating and processing millions of dollars in claim compensations for the 2010 BP oil spill that happened in the Gulf of Mexico.

From 2003 to 2013, while continuing to run his businesses, Eskelinen spent most of his time underwater filming sharks and ocean life around the world or in the wilds of Alaska filming Grizzly Bears. Armed with the newest 4K camera technology, Eskelinen was a force to be reckoned with in the documentary film and photography world.

Because he also has a drive to help others and to make our planet a better place, Eskelinen has donated thousands of hours and dollars to a variety of non-profit organizations and charity groups. Some of which include: Susan G. Komen 3-Day Foundation for Breast Cancer, Build Africa Foundation to help educate and feed children in Africa, Marine Mammal Conservancy to help stranded dolphins and whales, Public Broadcasting System to promote renewable energy, Detroit Children's Hospital to promote child fire safety and many others.



On a more intimate note, Conrad prides himself on his frank, principled approach to every business endeavor and his personal life. A second generation American, Conrad grew up in the Detroit suburb area in a small cabin at the end of Log Cabin Drive in Walled Lake, Michigan. His mother ran a one-person sewing business out of their home, and she instilled in her son a deep commitment to perfectionism and client-centered service. His ex-US Army 82nd Airborne father set the bar equally high. “If I could be half the man my dad is,” says Conrad, “I would be twice all other men. His work ethic and commitment to customer service endlessly inspire me.”

In short, Conrad is a distinctive and exceptional executive business and marketing development professional. His passion and commitment to achieving success for his own and his customers’ businesses mirror the standard he sets for all of his endeavors in life. Conrad won’t quit until the job is done and done to its utmost potential.

Business Overview

Unicus Marketing Group, LLC – Founder/Owner

White Lake, Michigan / Key Largo, Florida

1993-Present

Full-Service marketing and creative firm. From a simple postcard campaign to documentary film production, Unicus has done it all.

- Over 6000 TV Commercials
- Over 300 Websites
- Over 3000 Radio Ads
- Over 1200 Videos
- Over 2000 Photo/Film Shoots
- Over 3000 Animations
- Over 100 User-Interfaces/Portals
- Over 1000 Campaigns
- Over 2000 Clients

Data Monitoring Solutions, LLC – Founder/Owner

White Lake, Michigan / Key Largo, Florida

2005-Present

Cloud-based software development firm that specializes in renewable energy monitoring systems for integrators around the world. DMS provides concept to execution custom dashboards and user interfaces that display, track, report and archive the data and integrity of each system.

- Sole owner
- Over 400 systems worldwide



Interface Design Solutions, LLC - Founder/Owner

White Lake, Michigan / Key Largo, Florida

2012-Present

Cloud-based software development firm that specializes in designing, developing, implementing and managing fully customized user interfaces for a variety of industries.

Wild Earth, LLC – CEO/Partner

Key Largo, Florida

2015-2017

Global expedition company that hosted world travelers on premier excursions to destinations around the world to enjoy different cultures and observe our planets wildlife.

DiveBum Studios, LLC – Founder/Owner

Key Largo, Florida

2003-2013

Underwater and Wildlife Film and Photography for commercial and documentary projects. Concept to competition documentary film production.

Plan IT Products, LLC – CMO/Partner

Farmington Hills, Michigan / Key Largo, Florida

2002-2010

Full-Service marketing and advertising firm. Specializing in turn-key marketing partnerships with various businesses to increase their success. We became the “Marketing Department” of our partner company’s organizations.

BP Claim Pro, LLC – CMO/Partner

Key Largo, Florida

2012-2017

Claim processing company specializing in the Deepwater Horizon Settlement Program. Helping Florida, Mississippi, Alabama and Louisiana residents and businesses submit and recover compensation for financial losses due to the oil spill in 2010.

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