

## Shark&Minnow Opens on Shaker Square

March 1, 2017

For Hallie Bram Kogelschatz, starting a new business venture on Shaker Square made total sense.

“To us, being in the city of Cleveland was mandatory,” said Kogelschatz, who along with husband, Eric, have formed the business and marketing consulting firm Shark&Minnow. “When we looked at neighborhoods that provided walkability, like-minded neighbors, access to public transportation and vibrant street life, such as the North Union Farmers Market, the choice was very clear to us.”

“We are very proud to be a part of Shaker Square, an area with so much rich history.”

The couple, each of whom possess approximately 15 years in the business, actually formed Shark&Minnow in 2013 as an innovation and action collaborative designed to bring people together and ignite positive change. It was a natural progression that led to the start of a business within a physical site, in this case in the former Playmatters space, next to Fire restaurant. Plans call for an April opening.

The business’s focus will be on devising tactical solutions, such as strategic planning, design, social influence, and content marketing, among other things. When asked what gives her the most satisfaction when doing business, Kogelschatz, a Cleveland native who met her Detroit-born husband while the two lived in Boston, said, “Doing work that we’re proud of with clients that we genuinely enjoy working with.”

“We are very intentional about making sure there is a good fit between our team and a client prior to entering into any relationship. We care deeply about our client’s businesses or organizations and find ourselves always investing a bit more to ensure their success,” said company CEO Kogelschatz, whose experience includes working with clients such as Cadillac, the Cleveland Clinic and Progressive.

When the couple returned to Cleveland seven years ago, she said, “We found that very few firms here started from a place of insight and strategy. This was a major driver of our wanting to create something new in the marketplace.”

Eric Kogelschatz, who serves as the firm’s chief strategy officer, is a Michigan State University graduate who has worked with clients such as the NFL Super Bowl, Ford Motors and American Greetings.

The team also includes Director of Design Brian Andrew Jasinski.



## SHAKER SQUARE AREA

DEVELOPMENT CORPORATION

The Kogelschatzs live in Shaker Heights with son, Max, 2.

Of Max, Hallie Kogelschatz said, “He loves trains and is super excited that Mommy and Daddy have one (rapid transit) that takes him to their new office.”

As for their new space and lives on Shaker Square, Hallie Kogelschatz said, “We’re excited to see what happens next!”

13214 Shaker Square 216.609.3740  
sharkandminnow.com