

Philip Freeman and Rohan Doodnauth Interviewed by Fotis Georgiadis

*Philip Freeman, founder and CEO of Murphy's Naturals.
Rohan Doodnauth, Co-Founder and Chief Financial Officer
of OpaLink*

GREENWICH, CT, USA, January 19, 2022

/EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

The next evolution in marketing, brand and image building, is upon us due to the rapid changes in the marketplace due to COVID's effect on the global market. Get your marketing going in the right direction without the headaches by reaching out to Fotis Georgiadis!

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Philip Freeman, founder and CEO of Murphy's Naturals
We all need a little help along the journey. Who have been some of your mentors? Can you share a story about how they made an impact?

A lot of people have been an inspiration to me. My Mom has always been my biggest cheerleader and a great supporter of entrepreneurship.

In the business industry, I'll cite one person who has influenced Murphy's Naturals and how we built this brand. During my 23-year career before starting this company, I had the opportunity and privilege to work with a brand called The Body Shop. Prior to working with them, I had read a book called Body and Soul by Anita Roddick, the founder of The Body Shop. I was inspired by her passion for natural products. She started in her kitchen—like I did. And she ended up forming this global brand, over time, yet she kept the same principles in place throughout.



Philip Freeman, founder and CEO
of Murphy's Naturals

Anita was very focused on environmental stewardship; she was focused on her people, her employees, and her communities; and she was also very much focused on quality products that they created and derived from ingredients that came from all over the world. And very often, they came from communities that really needed a source of income. She made sure that she paid indigenous people a fair value for their products, and she really created this concept of community fair trade.



Rohan Doodnauth, Co-Founder and Chief Financial Officer of OpaLink

Reading that book led me to The Body Shop to make them my customer. I

worked with them for nearly two decades, and what I saw throughout that organization is that it was filled with people who were passionate about the mission and who were following the lead and inspiration of Anita Roddick. She passed away several years ago, but her legacy lives on through that brand, through her products, and through people like me who were inspired by her to create companies focused on doing good and doing well.



Surround yourself with a team that is as passionate about the business and mission of the company as you are as the founder."

Philip Freeman, founder and CEO of Murphy's Naturals

[Read the rest here](#)

- Rohan Doodnauth, Co-Founder and Chief Financial Officer of OpaLink

Was there a "tipping point" that led you to this breakthrough? Can you tell us that story?

It was the summer of 2020 and all three of us were quarantined because we had COVID-19. My brother Teddy was on the phone with his best friend living in NY while he was out celebrating his birthday at a restaurant. Teddy called the restaurant to send a bottle of wine to his friend and was denied payment of reading his credit card over the phone because of security reasons

What do you need to lead this technology to widespread adoption?

In order to lead this technology to widespread we need to partner up with operators and show the positive outcomes that our product will have on their top line, consumer foot traffic, and prioritize the emotional connection of keeping our operators consumers engaged.

What have you been doing to publicize this idea? Have you been using any innovative marketing strategies?

We are targeting hyper local markets with growing restaurant groups. We will be targeting regional cities that have high population density of restaurants and cluster of Millennials & Gen Z's within a certain square mile radius and where a single restaurant group owns multiple different venues / locations.

To convert users tactically, we have introduced our "gifting product" to educated users who visit the site. Users are directed to enter in name, age range, and zip for an early access to download our app when it is released on the store. This also tracks how many times the user refers the application and at the end of the campaign we will select the top 100 users to be invited to the launch event on Jan 15th. This strategy allows us to build anticipation and to increase our referrals organically.

Loyalty and Referral: Users, will also only be awarded loyalty points when they gift and refer friends, with this strategy we can increase the brand awareness and footprint of Opa

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?

My brothers and I are beyond grateful for our loving and supportive parents who always pushed us to achieve our goals and dreams. When we initially began working on our business, we moved back under our parent's roof to bootstrap funds and they welcomed us with open hands. Without their support and sacrifices, my brothers and I would not be able to pursue our dreams of becoming successful business entrepreneurs.

[The rest of the interview is available here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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