

99 Exposure Announces Two Job Promotions for Rising Leaders

99 Exposure celebrates two job promotions, highlighting persistence, leadership development, and meaningful career growth.

CINCINNATI, OH, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- Cincinnati, OH — [99 Exposure](#) announces two recent job promotions that represent significant professional milestones for Mamadou Diouf and Ranjit “Ray” Dhaliwal. Both have now moved into management roles and are overseeing offices in new markets.

Diouf and Dhaliwal entered the organization from very different professional backgrounds. Their timelines, experiences, and challenges varied considerably. However, both demonstrated a strong commitment to learning, embraced opportunities to relocate, and steadily assumed greater levels of responsibility over time.

Mamadou Diouf Turns an Entry-Level Start Into a Leadership Opportunity

Diouf joined the business at 18 after graduating from high school. Before 99 Exposure, he worked in the fast food industry, earning about \$900 per week.

Although he had a steady income, he saw limited growth and wanted more control over his future and the chance to build stronger skills.

He joined 99 Exposure and helped launch a B2B campaign pilot. Starting young required quick adjustments, improved communication, learning systems, and professional campaign representation. He embraced feedback, learned from peers, and steadily improved.

Key Skills Developed During Training

In his first year, Diouf earned over \$100,000 and developed experience in:

- Customer communication
- Campaign operations
- Team support
- Training and onboarding
- Leadership fundamentals

As he progressed, Diouf relocated to support a Costco-based campaign, gaining direct client exposure and experience in a new working environment.

The move required adapting to new people, expectations, and responsibilities, while also broadening his understanding of campaign operations and leadership support.

From Training Completion to Opening in Hartford

Diouf completed his training on June 23 and, just over a month later, opened an office in Hartford, Connecticut, on July 27.

This rapid transition marked a major step forward, moving from entry-level work in fast food to managing operations in a new market.

He is now responsible for:

- Developing and supporting team members

- Maintaining campaign standards

- Communicating with clients

- Driving daily performance

- Continuing leadership growth

Long-Term Career Vision

Opening an office is not his final goal. Diouf continues to develop his leadership skills and is working toward becoming an organizational leader.

His journey reflects how ambition, discipline, and openness to coaching and new growth opportunities can create a career path far beyond what was initially available to him.

Ray Dhaliwal Builds a New Career Beyond Banking

Dhaliwal, known to most people as Ray, followed a different path into management. He joined the program nearly two years ago after leaving a career in banking.

He entered the business without prior marketing experience. However, his background had already taught him the importance of professionalism, customer service, communication, and accountability.

Dhaliwal chose to leave banking because he felt there were not enough opportunities for advancement. He wanted a career that would allow him to continue learning and give him more control over the direction of his professional life.

A Slower but Intentional Journey

He began his training in New Orleans and quickly understood the systems and methods being taught. What caught his attention most was his mentor's explanation of the long-term growth opportunities available within the business. The message connected with him because growth was the main reason he had decided to leave banking.

Dhaliwal describes his road to management as atypical. Many people complete the program at a faster pace, but his journey took nearly two years. Although the longer timeline was sometimes challenging, it ultimately gave him more time to learn about himself and about leading others.

This experience reshaped his perspective on leadership, showing him that success is built on:

Patience and consistency

Self-awareness and adaptability

Strong communication skills

The ability to develop others at different speeds

He joined a travel team to help open an Atlanta office, adapting to a new market and responsibilities. After returning to New Orleans, he was promoted to assistant manager within a month.

A Broader Leadership Perspective

As an assistant manager, Dhaliwal began learning the business's back end. He gained experience in:

Training and onboarding

Recruitment

Team development

Planning

Daily operations

Wanting to expand his perspective even further, he decided to relocate to Cincinnati. The move gave him another opportunity to learn from different leaders, team dynamics, and market conditions. After approximately 85 days in Ohio, Dhaliwal was promoted to management.

He now leads a Fort Lauderdale office, relocating with a team focused on shared growth opportunities and development.

Leadership Philosophy and Long-Term Growth

Dhaliwal comes from a family of entrepreneurs, so the idea of ownership has been part of his life from an early age. Even with that background, his experience in the program taught him that operating a business requires:

Discipline
Patience
Communication
Developing people

His story demonstrates that career growth is not always quick or predictable. Taking longer to reach a goal does not necessarily mean someone is falling behind. In some cases, the longer road provides the lessons needed to become a more thoughtful and understanding leader.

Two Different Journeys With a Shared Commitment to Growth

Diouf and Dhaliwal entered the business at different stages of their lives. Despite varying timelines, both stepped outside their comfort zones and stayed committed as their responsibilities increased.

Their job promotions reflect that growth and introduce new leadership expectations, including supporting teams and serving clients. Diouf is focused on expanding in Hartford, while Dhaliwal is building his Fort Lauderdale office. Their journeys show that success is not defined by where someone starts, but by staying adaptable and committed to learning.

About 99 Exposure

99 Exposure provides hands-on experience in sales, marketing, leadership, and business operations. Through practical training and mentorship, individuals can strengthen their communication and management skills while gradually taking on greater responsibility.

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