



For Immediate Release
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Three New Companies Join Macomb-OU INCubator's Executive-in-Residence Program

The Macomb-Oakland University INCubator (Mac-OU INC) has expanded its **Executives-in-Residence (EIR)** program with the addition of Hunch Free, a marketing agency; El Shaddai Consulting, a human resources agency; and Paul Barnard, a homeland security specialist.



As a part of the program, Hunch Free, El Shaddai and Barnard will be located on site at Mac-OU INC to provide complimentary consultation to Mac-OU INC client companies. The Mac-OU INC EIR program allows commercialization clients to consult with expert professionals for approximately 16 total hours of complimentary services each month. Additional discounts from the EIR's are also provided if clients seek more in-depth engagements.

"It is an honor to be selected as an EIR with this wonderful organization. I cannot wait to contribute my extensive marketing knowledge and share some tricks of the trade that have made Hunch Free Macomb County's Premier Digital Marketing Agency," said Jimmy Gwizdala, Hunch Free Founder and Head Huncho. "I'm also very excited to help make Macomb County the place where innovative companies want to be. In my opinion, we have everything areas like Detroit and Ann Arbor have to offer but with less competition and at a lower cost."



Hunch Free is a full-scale digital marketing agency with a mission to empower clients with the technology and data they need to succeed in an increasingly digital world, using data science and creativity to solve complex business problems.

"As a business owner with over 25 years HR experience, my team and I feel honored to share our HR expertise in hopes of bringing economic growth to the region," said Felicia Harris, El Shaddai Consulting President and CEO.



El Shaddai provides human resource services that drive business, with a suite of tools to equip talent management with expert solutions.

"My objective in joining the Mac-OU INC team is to apply more than 40 years of security experience to assist small business owners and entrepreneurs with the safeguarding of their creative efforts to further needed defense and homeland security technologies," said **Paul Barnard**.



Paul Barnard

Barnard has both government and corporate security experience, most recently serving as the Command Security Officer for the U.S. Army TACOM LCMC. His numerous certifications include Certified Protection Professional through ASIS International and Certified Information Security Manager through ISACA.

Current EIR's with Mac-OU INC also include legal, accounting, and defense consulting services:

- Founded in 1854, Butzel Long is one of the oldest law firms in the Midwest, with current focuses in many diverse sectors including, but not limited to, automotive, energy, manufacturing and technology.

- Accutrak Consulting & Accounting Services is a woman-owned, Small Business Administration (SBA) 8(a)-certified, small business with focus on providing accounting, business and financial consulting, including Defense Contract Audit Agency (DCAA) accounting and setup, certified payrolls, Federal Acquisition Regulation (FAR) compliance support, bookkeeping, payroll, QuickBooks support, tax preparation, and financial management.
- Defense consultant Jim Ruma has an extensive background working with local primes and next-tier suppliers, including 42 years with General Dynamics Land Systems.

For more information on the Macomb-OU INCubator's Executive-in-Residence program, contact Joan Carleton at (586) 884-9324 or macinc@oakland.edu.

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The **Macomb-Oakland University INCubator** supports economic development in Southeast Michigan by accelerating high-tech businesses, cultivating academic innovation and encouraging research & development. To help small businesses grow, the incubator creates customized success strategies for startup and emerging companies in the niche industries of defense, homeland security, advanced manufacturing and technology. For more information, visit the incubator website atoakland.edu/macombouinc.

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