



Pestana
Solutions

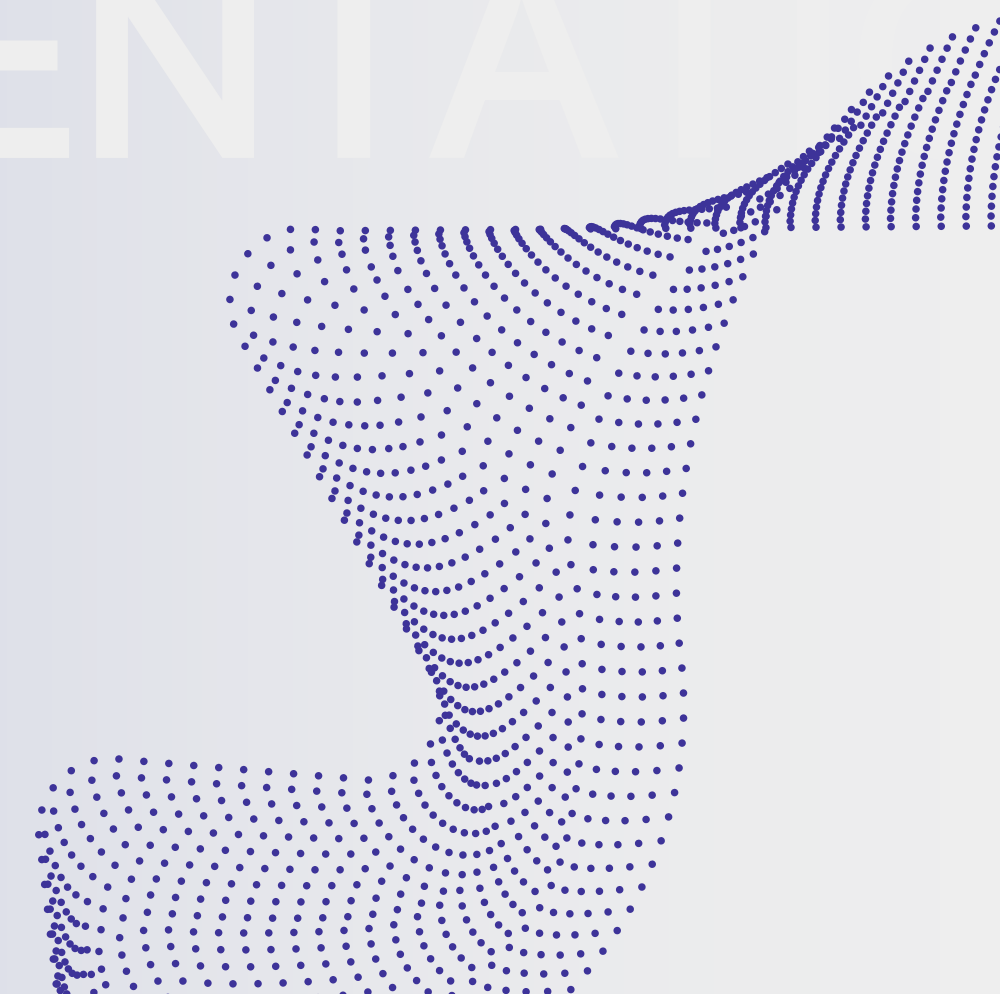
Pestana Solutions COMPANY PRESENTATION

NAATBatt Annual Conference 2025

Jill Pestana

Founder & CEO, Pestana Solutions

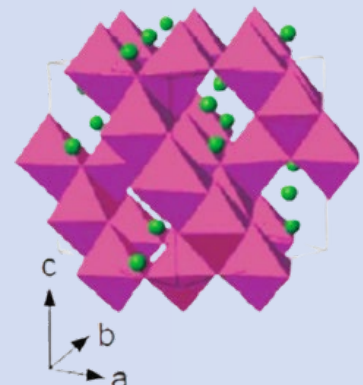
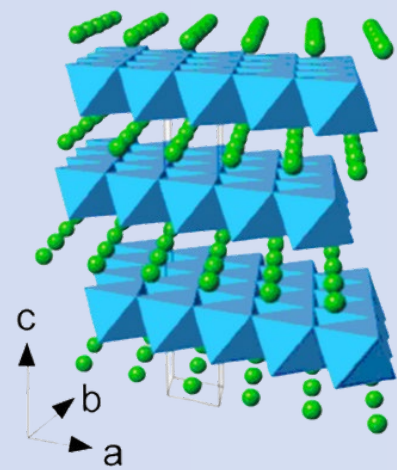
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About Jill Pestana

 Senior Staff Scientist

 Lead of Battery Consulting, NA

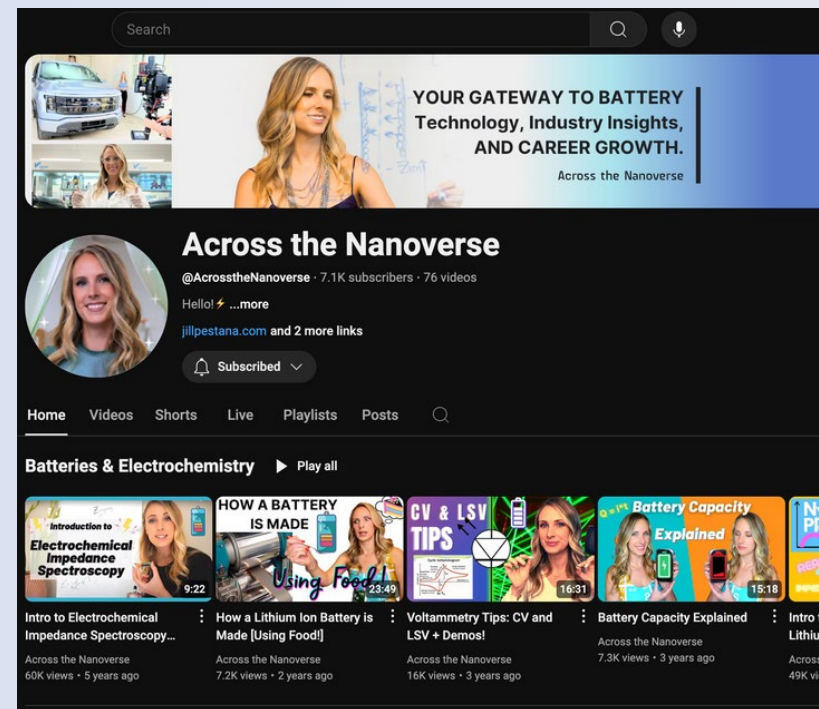
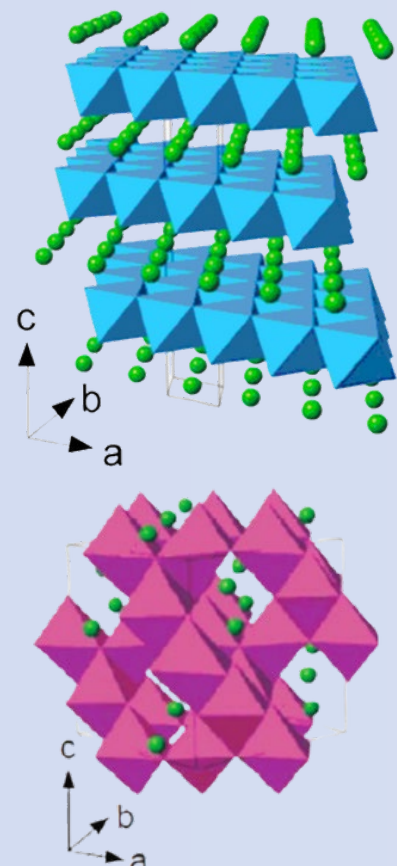


About Jill Pestana

 Senior Staff Scientist






 Lead of Battery Consulting, NA

Speaker, YouTuber, & Battery Expert Media Commentator



About Pestana Solutions

We're a **business development and marketing consulting firm** that helps high-tech companies turn complex innovations into clear, exciting messages that captivate audiences and drive growth.

     Audience of 36k+

We have worked with



Founded by Jill Pestana, battery scientist & engineer with 15 years of experience in the battery industry, leveraging her strengths in battery tech and engaging communication.

Case Study: OmniSep Product Launch at The Battery Show

Support Magnera (formerly Glatfelter) with launching their new line of non-woven, tunable battery separator materials, OmniSep.

- woven, tunable



Deliverables:

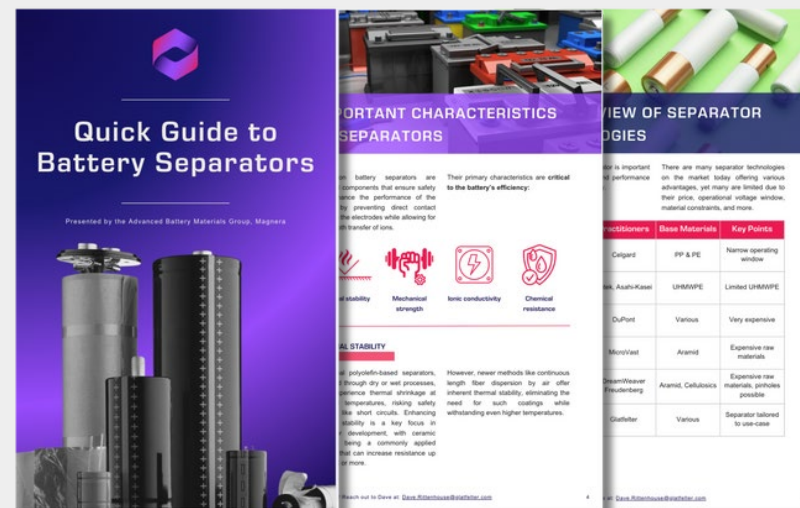
- Lead Magnet: “Quick Guide to Battery Separators”
- OmniSep logo
- Live Webinar (LinkedIn and YouTube)
- Brochure
- Jill Pestana as a spokesperson at Volta Foundation event - launch party
- LinkedIn page update for team member



Empowering Domestic Battery Manufacturing with Magnera's...

Outcomes:

- 2x quality leads generated in 2 months
- Successfully secured internal resources to continue OmniSep commercialization



Case Study: Micantis Go-to-Market Strategy



Micantis seeks brand awareness and quality leads as it wants to expand business beyond its organic growth.

Deliverables:

- Go-to-Market Strategy (Digital Marketing and Conference Strategy)
- Live Webinars
- Marketing materials and presentations
- Product packaging and pricing support
- Conference booth, swag, video
- Lead generation and sales support

Outcomes:

- 11x quality leads generated in 5 months
- Multiple trials of the platform initiated
- The “best booth of the conference”



Revolutionizing Battery Analytics: A Practical Introduction to Micantis



Advancing EV Battery Potential: R&D Approaches for Anodes



Coming Soon Nanoverse Battery Courses

The Vision :

An online learning hub to provide accessible, engaging, high -quality education and training on battery technology & the industry.

Li-ion Cell Technology Fundamentals

Launches Soon: Early-Bird Pricing
Opens March 2025



Our students work at...



Reach out if you're interested in trainings for your team!



Sign-up for our newsletter!



Jill Pestana

Founder & CEO

Pestana Solutions

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Thank you



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