

Seven iconic brands. 500 years of heritage. And a chairman **Google** **hands to somebody else.**

Raj Gupta is Executive Chair of OMNI Retail Enterprises — the company that owns Pier1.com, DressBarn.com, Modell's Sporting Goods, Stein Mart, Linens 'n Things, Franklin Mint, and Mentorbox. 450 people Google his name every month. Every one of them is handed a retired chemicals CEO, a university bio, and a doctor — anyone but him. The man reviving America's most beloved brands has no website, no confirmed profile, no panel. No entity.

450

MONTHLY US SEARCHES FOR "RAJ GUPTA" — ZERO REACH THE OMNI CHAIRMAN

0

PERSONAL SITE, CONFIRMED PROFILES, INTERVIEWS, OR BIOS FOUND ANYWHERE

3 vs 80

DR OF HIS HOLDING CO. VS. BODYBUILDING.COM, THE PORTFOLIO'S STRONGEST DOMAIN

423

KG SCORE OF THE NAMESAKE WHO OWNS HIS NAME (HIS NODE: ~24)

Prepared for

Raj Gupta · Executive Chair, OMNI Retail Enterprises

by Dennis Yu · BlitzMetrics · June 2026

Data: Ahrefs (pulled 06/10/26), BlitzMetrics KG Explorer, BusinessWire, License Global, Retail Dive, SGB Media, omniretailenterprises.com (crawled 06/10/26)

The portfolio has authority to burn. The person has none — and that gap is now a business risk.

OMNI's brands carry Ahrefs Domain Ratings of 34–80 and 500+ combined years of heritage. The holding company that unites them rates a 3. And the Executive Chair who signs its deals rates **nothing at all** — no personal website, no confirmed social profile, no interview, no photo we could verify. His entire public existence is two quotes inside his own company's press releases. Meanwhile "Raj Gupta" is one of the most contested names in American business, and Google has already given it to someone else.

The diagnosis

This is a build-from-zero entity case with a hostile name battlefield. Three forces compound: (1) his Knowledge Graph node (~24) is buried under Rajiv L. Gupta, the Aptiv chairman who scores 423; (2) his company carries reputational adjacency to the SEC's \$112M fraud case against the brands' **previous** owners — with no owned narrative separating him from "Pier 1 buyers accused of Ponzi scheme" headlines; (3) leadership has churned — the CEO he hired in June 2024 was running The Vitamin Shoppe again by May 2025 — making the chair the only continuity figure. The continuity figure is invisible.

Why it's winnable (all sourced)

- "raj gupta" is Keyword Difficulty **1/100** — and a DR-0 personal site (a physician's) already ranks #8. An entity home cracks this page.
- His corroboration is **pre-built**: BusinessWire releases naming him Executive Chair are syndicated across Nasdaq, Yahoo Finance, License Global (150,000+ executive readers), SGB Media, Chain Store Age.
- "Who owns Pier 1" is searched 30x/mo with an AI Overview — an answer he can own with one definitive article.
- In the DealCon room: 0 of 20 attendees have a Knowledge Panel. The playbook below is the same one we run for them.

What an empty entity costs a brand-portfolio chairman

SURFACE	TODAY	WITH AN ENTITY (DAY 90 TARGET)
Deal flow OMNI is "actively looking for new acquisitions" (Retail Dive)	A seller's banker diligencing the buyer finds a DR-3 site with no leadership page — and a Google page full of other Guptas.	Entity home + leadership page + claimed profiles: the buyer checks out in 90 seconds instead of dying in committee.
Talent & partners post-Leite, the chair is the franchise	Executive candidates and licensing partners can verify his hires (Leite, Haddox) in one search — but not the man who hired them.	His "why we revive dead brands" narrative is the first result; candidates arrive pre-sold.
The narrative SEC v. Lopez/Mehr is ongoing	Every new headline cycle about the brands' ex-owners fills a vacuum he hasn't claimed. Trade headlines already blur "buyers/owners" timelines.	An owned, indexed account of the REV → OMNI separation — cited by Google's AI Overview and chatbots doing diligence.

The plan: confirm identity first, then build the entity in 90 days for ~\$14k all-in (\$10,950 in \$10/day media + ~\$3k tooling; agent labor starts on our side). Everything in this report is executable by the same 10-skill agent library running our other personal-brand builds. Raj's personal time commitment: a 30-minute identity call, one filmed hour, and weekly approvals.

Identity confidence: MEDIUM — flagged honestly. "Raj Gupta" is an extremely common name and his footprint is near zero; everything attributed to him here comes only from OMNI's own announcements, never from namesakes. Step one of the engagement is direct identity confirmation with Raj himself — see page 3.

Google, right now: "raj gupta" — 450 searches a month, none of them his

This is the diligence moment for every seller, banker, journalist, and executive candidate who meets him. Ahrefs SERP data (US, checked May 28, 2026; pulled June 10):

#	RESULT	WHO IT ACTUALLY IS
PAA	"People also ask" citing Drexel LeBow, McKinsey, myneta.info	Rajiv L. Gupta (Drexel), Rajat Gupta (ex-McKinsey, insider-trading conviction) , an Indian politician
2	Wikipedia: "Rajiv L. Gupta" (DR 97)	Chairman of Aptiv; ex-chairman/CEO, Rohm and Haas — the 423-score entity that owns this name
3	New Mountain Capital: Rajiv Gupta (DR 57)	The same namesake's PE bio
4	Drexel University LeBow bio (DR 84)	Same namesake — his alma mater's affiliate page
5	LinkedIn: Raj Gupta, Operasi Solutions (DR 99)	Different person
6	Johns Hopkins Gupta-Klinsky India Institute (DR 91)	"Raj and Kamla Gupta" — the namesake again, as philanthropist
7	Indiaspora business-leader page (DR 51)	Namesake
8	rajguptamd.me — DR 0.0	A physician's entity home — proof a zero-authority personal site ranks top-10 on this name
9–10	AICHe bio (DR 77); Directors & Boards author page (DR 63)	Other Raj Guptas
—	Raj Gupta of OMNI Retail Enterprises: NOT PRESENT	The man who chairs Pier 1, Dressbarn, and Modell's loses his own name to ten strangers

A Knowledge Panel exists — it's just not his

Ahrefs flags a **knowledge_panel** feature on the "raj gupta" SERP, and BlitzMetrics KG Explorer (Google Knowledge Graph API, June 2026) shows why: **Rajiv L. Gupta scores 423** — Wikipedia entry, university buildings, board seats. The OMNI-relevant "Raj Gupta" node scores **~24, unclaimed and starved of corroboration**. Google cannot connect "Executive Chair, OMNI" to a person, because no page on the internet makes that connection outside two press releases.

Identity confidence: MEDIUM

We verified his role and quotes via BusinessWire (May 21 & June 26, 2024), License Global, SGB Media, Chain Store Age, and Retail Dive. We could **not** verify: a LinkedIn profile, a photo, a bio, prior roles, or even a middle initial. A SignalHire data-broker page lists "Raj Gupta — Executive Chair at Omni" (contents paywalled, unverified). **Rule for this engagement: nothing ships until Raj confirms identity, bio facts, and a canonical headshot directly.** Building the wrong entity is worse than no entity.

The disambiguation reality: we are not going to out-rank a 423-score Wikipedia entity for the bare name — and we don't need to. Google happily maintains separate panels for same-name people once each is unambiguous ("Raj Gupta — retail executive" vs. "Rajiv L. Gupta — Aptiv"). The play is a second, cleanly differentiated entity: name + role qualifier + company, corroborated identically everywhere. Page 11 is that plumbing.

STRENGTHS

What he already has — assets most operators would kill for

An audit this red usually means there's nothing to work with. Not here. Raj's raw material is unusually strong — it has simply never been attached to a person.

STRENGTH	EVIDENCE (ALL PUBLIC, ALL VERIFIED)
A real seat at a real company	Named Executive Chair in OMNI's own wire announcements (BusinessWire, May 21 & June 26, 2024) and quoted by License Global, SGB Media, Chain Store Age, FashionNetwork, HomePage News. Wire-service provenance is exactly the third-party corroboration Knowledge Panel campaigns usually have to manufacture.
A portfolio with massive borrowed authority	Bodybuilding.com DR 80 · pier1.com DR 71 · dressbarn.com DR 59 · steinmart.com DR 51 · modells.com DR 49 · Int.com DR 46 · franklinmint.com DR 39 · mentorbox.com DR 34 (Ahrefs, June 10, 2026). "Pier 1" alone is searched 9,300x/mo; "dressbarn" 2,300x/mo. One leadership page on each brand site = instant high-authority corroboration mesh.
A story the press already loves	The legacy-brand-revival narrative got OMNI covered by Retail Dive, License Global (150,000+ executive readers), SGB, CSA, and Home Textiles Today without any PR effort from him personally . "Beloved brands don't die" (the site's own thesis) is a profile-magnet angle: Modell's est. 1889, Stein Mart 1908, Pier 1 1962, Franklin Mint 1964.
A clean personal slate	We found zero negative coverage of Raj Gupta of OMNI . His liability is absence, not damage. The REV fraud case belongs to the brands' previous owners — and the separation is already documented by a neutral outlet (Retail Dive: "Omni is a new company... Lopez and Mehr are not involved"). The clean-hands narrative exists; it just isn't attached to him.
Demand that's already searching	"raj gupta": 450/mo, KD 1. "omni retail enterprises": 70/mo at a \$3.50 CPC. "who owns pier 1": 30/mo with an AI Overview. The questions are being asked monthly; he's simply not the answer yet.
A proven hiring record to talk about	He recruited Sharon Leite (ex-Vitamin Shoppe CEO), CTO Jeff Haddox (July 2024), and Pier 1 merchant Cindy Kretzinger (Oct 2024) — each its own wire release he can repurpose. His own words: "her unique background and experience make her the perfect choice... at this critical time."
A winnable field	Of 20 DealCon attendees we pre-scored, 0 have a Knowledge Panel ; room-average KG score is ~24. His starting score matches the room — but his corroboration ceiling (wire syndication + DR 34–80 brand sites) is the highest in it.

The pattern: every input a personal-brand build normally has to earn over years — press, authority domains, a differentiated story, executive proof — already exists in the public record. The only thing missing is the entity that ties it together. That's a 90-day construction job, not a 5-year reputation job.

Authority Score: 9/100 — "entity not found"

Grades measure how visible and verifiable Raj is at each surface a diligence check touches — not whether the underlying substance exists. (It does; see page 4.) Scored against the same rubric as the 20 DealCon pre-scores.

CHANNEL	WHAT WE FOUND (JUNE 10, 2026)	FASTEST FIX
F Entity home his own website	None exists. No personal domain registered that we could attribute to him. rajgupta.com, rajgupta.co, and therajgupta.com are all taken by others; the namesake doctor's DR-0 site shows what even a minimal entity home earns on this SERP.	Register rajguptaretail.com or rajguptaomni.com (both available, checked 06/10/26); build the facts-first entity home.
F Google page 1 his name	0 of 10+ results are him. The Knowledge Panel on his name belongs to Rajiv L. Gupta (KG 423 vs. his ~24). A convicted insider trader (Rajat Gupta) appears in the People-Also-Ask block.	Differentiated entity + corroboration loop (p.11). KD is 1/100 — winnable within a quarter.
F LinkedIn	No confirmed personal profile. Searches surface a grocery-shops CEO, an Operasi Solutions consultant, and an "Omni Emails" marketer — none verifiably him. The company page exists and posts; its chairman is a ghost on the platform where retail M&A lives.	Create/claim profile with canonical role string; link from company page; first 10 posts from the wire-release vault.
F Video & socials YouTube / X / IG / FB	Zero footage of him exists anywhere we searched. No channel, no handle, no conference talk, no podcast appearance. For the chair of seven consumer brands with nostalgic fan bases, this is the largest unbuilt asset.	One filmed hour (the founder interview) → Content Factory → 40+ clips/posts; claim one handle set everywhere.
D Press & podcasts	Quoted in 6+ trade stories — but always as a spokesperson inside company news. Zero profiles, interviews, or bylines of him as a person. License Global, Retail Dive, and the retail-podcast circuit have never been offered the operator story.	Pitch the revival narrative: 2 podcast bookings/mo + one anchor trade profile; press page with schema.
D+ Corporate site omniretailenterprises.com	DR 3 (up from 0.9 at our June 9 pre-score — still rounding-error vs. the portfolio it holds). No leadership or About page; his name appears nowhere on his own company's website. The newsroom's Pier 1 holiday-collection card links to "#" — a dead link. Contact is a bare hello@ address.	Ship a leadership page this week (he controls this canonical corroboration); fix the dead link; add Organization schema.
D Data brokers & directories	One SignalHire scrape ("Executive Chair at Omni" — paywalled, unverified). No Crunchbase person profile, no The Org chart, no Bloomberg/Equilar executive listing found for him (his hire Sharon Leite has all of these).	Seed and correct Crunchbase, The Org, ZoomInfo, Equilar; consistent name/role/photo everywhere.
F Knowledge Graph	Node ~24, unclaimed, buried; no Wikidata item; no sameAs trail connecting the wire quotes into one person (BlitzMetrics KG Explorer, June 2026).	Wikidata item + Person schema + 12-profile corroboration loop → KGMID claim (p.11).

Rubric: entity home 0/20 · name-SERP ownership 1/15 · Knowledge Panel 0/15 · social presence 0/15 · press 5/15 · corporate-site leverage 2/10 · data hygiene 1/10 = 9/100. Identity-confidence caveat applies throughout (p.3).

EXHIBIT A

Vs. the DealCon room: average score, **worst-case name, best-case ceiling**

We pre-scored ~20 DealCon attendees' personal brands using the Google Knowledge Graph API (BlitzMetrics KG Explorer, June 2026) plus Ahrefs and parallel web research. Here is where Raj sits — including the namesake squatting on his name:



Source: BlitzMetrics KG Explorer (Google Knowledge Graph API resultScore), June 2026; DealCon pre-score leaderboard. Scores are log-scaled entity-confidence signals, not rankings of accomplishment.

Why his floor is the room's floor

A ~24 KG score is what "Google has heard the words but can't form a person" looks like — and it's where 17 of 20 attendees sit. **0 of 20 have a Knowledge Panel.**

Raj's extra handicap is unique in the room: every signal he ever earns must also fight a 423-score namesake with a Wikipedia page, a university institute, and four decades of coverage. Generic effort ("post more") fails here; only deliberate disambiguation works.

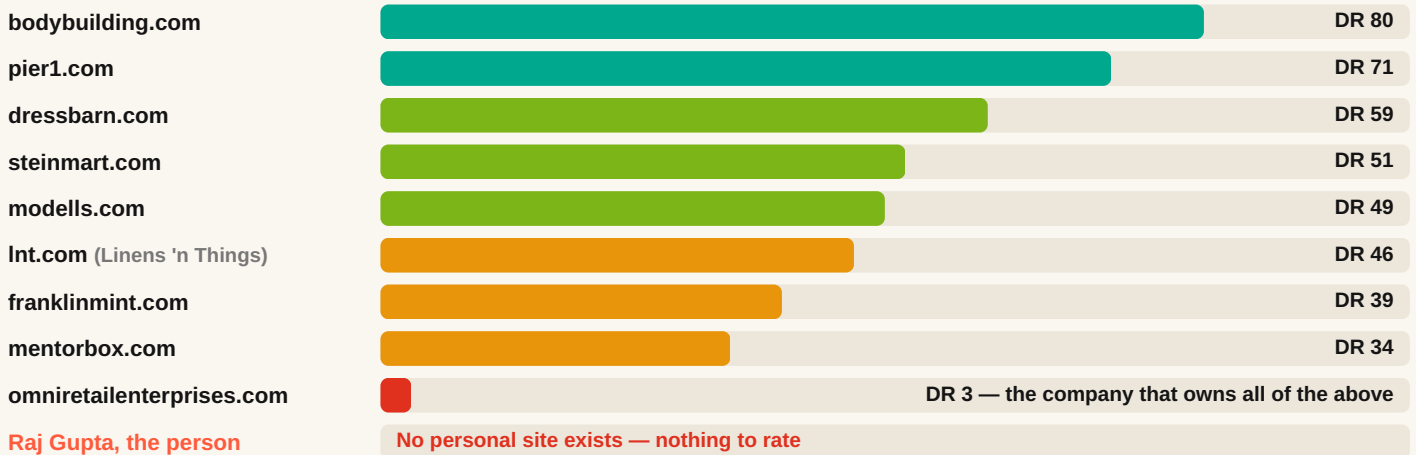
Why his ceiling is the room's ceiling

Nobody else at DealCon controls a DR-80 domain, seven nostalgic consumer brands, and wire-syndicated press naming them to a chairman's seat. Bodnar's 215 was built on podcasts and Forbes lists over years. Raj's corroboration inventory could support a 200+ entity **within 12 months** — if, and only if, the entity exists for the signals to attach to. That is the whole game: build the node, then feed it.

Room dynamics tomorrow: every attendee gets this same audit format. Raj's version is the cautionary tale — proof that company scale buys a person exactly nothing in the Knowledge Graph. The operators in that room diligence each other before every deal. Right now, diligencing Raj returns someone else's career.

Eight brand domains he chairs outrank his holding company **13x to 27x**

Ahrefs Domain Rating (0–100, logarithmic), pulled June 10, 2026 via the public DR endpoint:



omniretailenterprises.com rated 0.9 at our June 9 pre-score and 3.0 on June 10 — a new site crawling upward, still a rounding error against its own portfolio.

Site inspection: omniretailenterprises.com (crawled June 10, 2026)

No leadership page at all	Navigation is Home / Brands / Press / Contact. No About, no team, no bios. The Executive Chair's name appears nowhere on his own company's website. The fastest corroboration asset in this entire plan is one page he already controls.
Dead link in the newsroom	The "Pier 1 Reintroduces Iconic Holiday Collection" press card links to "#" — it goes nowhere. Two of three newsroom items are from 2024; the newsroom has been quiet since.
Portfolio drift, unexplained	May 2024 release: parent of Bodybuilding.com + Ralph & Russo IP. Today's Brands page lists 7 brands — Bodybuilding.com and Ralph & Russo are gone, with no announcement we could find. Diligence readers notice gaps like this; an owned narrative should explain them first. (Status unverified — flagged.)
Thin trust signals	Contact = bare hello@ email, Dallas TX. No Organization schema, no executive photos, no investor or acquisition page despite "Discuss an acquisition" being the site's own CTA.
The good news	The thesis copy is excellent raw material: "Beloved brands don't die. They get stuck... We bring them back, internet-first." That's a personal-brand voice waiting for a person.

Order of operations: leadership page on the corporate site (days), entity home on a personal domain (weeks), then cross-link person ↔ company ↔ eight brand domains. That mesh — eight DR 34–80 sites each carrying one leadership/sameAs link — is a corroboration asset money cannot buy and no other DealCon attendee can replicate.

The questions are already being asked. Someone else is answering all of them.

Keyword landscape (Ahrefs Keywords Explorer, US, pulled June 10, 2026)

QUERY	VOLUME/MO	KD	CPC	WHAT'S WINNING TODAY
raj gupta	450	1	\$0.06	Namesakes + a Knowledge Panel that isn't his. A DR-0 site holds #8 — the slot is open.
omni retail enterprises	70	—	\$3.50	His own thin site + 2024 press. The \$3.50 CPC says advertisers value this buyer-intent traffic.
who owns pier 1	30	5	—	AI Overview present. Google is synthesizing an ownership answer right now from third parties — not from OMNI.
pier 1	9,300	4	\$0.35	His brand — traffic potential 31,000/mo. The halo he can borrow with one founder story on the brand blog.
dressbarn	2,300	4	\$0.25	Same play: brand equity searching for a face. Traffic potential 13,000/mo.

The adjacency problem: his portfolio's past is louder than he is

FACT (SOURCED)	WHY IT LANDS ON RAJ'S EMPTY ENTITY
Sept 25, 2025: SEC charges REV co-founders Tai Lopez and Alex Mehr (and COO Maya Burkenroad) over an alleged \$112M fraud across 8 REV brand entities incl. Pier 1 Online and Dress Barn Online (SEC LR-26413). Allegations, not convictions.	OMNI and Raj Gupta are not parties to the case — OMNI is the unrelated successor that bought the assets (Retail Dive, May 2024). But that distinction lives in paragraph six of other people's articles.
National headlines compress the timeline: "Buyers of Radio Shack, Pier 1 Imports and other brands accused of running \$112 million Ponzi scheme" (CBS News); "RadioShack and Pier 1 buyers accused..." (Fox Business).	A reader — or an AI summarizer — who knows OMNI now owns Pier 1 can wrongly map "buyers of Pier 1" onto the current buyer. Raj has zero indexed rebuttal surface.
Retail Dive (May 22, 2024): "Omni is a new company that has acquired most of the assets from REV... enabled REV to dissolve" without bankruptcy; "Lopez and Mehr are not involved."	The clean-separation narrative is already on record from a neutral outlet. The definitive article (p.10, play #2) makes it findable, citable, and AI-quotable — under his byline.

The AI diligence layer

Every public signal AI engines train on currently points "Raj Gupta" at the namesake — and "who owns Pier 1" at third-party REV summaries. We treat exact AI answers as **unverified until the Day-1 baseline audit**: record them, then fix them via entity home + schema + corroborated profiles + the canonical ownership article.

The highest-ROI page on the internet for him

"What happened to Pier 1 — and who owns it now." KD 5, AI Overview already triggering, and the same ownership question repeats across all seven brands (volumes unpulled, same pattern). One definitive hub, authored by the Executive Chair, linked from eight brand domains: every chatbot gets its citation; Raj gets the narrative.

The ghost executive: zero confirmed channels in a consumer-brands seat

We searched LinkedIn, X, Instagram, Facebook, YouTube, and podcast indexes (June 10, 2026). For the chairman of seven consumer brands — brands with millions of nostalgic fans — the personal social footprint is literally zero.

CHANNEL	WHAT EXISTS TODAY	THE FIX
LinkedIn (personal)	No confirmed profile. Name-search returns a grocery/liquor-shops CEO, an Operasi Solutions consultant, an "Omni Emails" email marketer, and "rajguptausa" (unverified) — none provably him.	Claim /in/rajguptaomni; canonical role string; link from the company page within 24h of the leadership page going live.
LinkedIn (company)	OMNI Retail Enterprises page exists and has posted (Leite announcement, Bodybuilding.com plans) — with no leader to tag.	Every company post tags the chair; thought-leader ads (p.13) run from his profile, not the logo.
X / Instagram / Facebook	No personal accounts found under any handle pattern we tested.	Reserve one handle set now (squatting risk rises with his profile); IG/FB lean on brand-nostalgia content.
YouTube / video	Zero footage of Raj Gupta of OMNI exists anywhere we searched — no talk, no interview, no panel, no brand video.	Film Day #1: the one-hour founder interview becomes the channel's spine + the entity home's featured video.
Podcasts	None found. The retail/M&A podcast circuit (where his DealCon peers live) has never heard him.	2 bookings/month: distressed-retail, brand-licensing, and acquisition-operator shows; pitch = the revival story.
Data brokers	SignalHire lists "Raj Gupta — Executive Chair at Omni" (paywalled; accuracy unverified). No Crunchbase person, The Org, or Equilar entry found.	Correct/claim all brokers with the canonical bio — AI models and journalists both scrape them.

The benchmark inside his own company

Sharon Leite — the CEO he hired — has an Equilar executive bio, a Women In Retail Summit speaker page, a university speaker profile, a Lovesac board listing, and LinkedIn posts that announce her own moves. **His hire out-signals him roughly 100-to-1.** When she returned to The Vitamin Shoppe in May 2025, her move was national trade news; whether he has commented anywhere is unfindable — because he has nowhere to comment from.

Why zero is the easy case

There is nothing to clean up: no stale handles, no contradictory bios, no abandoned blog, no old controversies. One canonical identity, propagated once, with no legacy mess fighting it. The hard part of most audits — untangling fragmentation — simply doesn't exist here. The work is pure construction, and agents do construction well.

The vault is small but potent — and play #1 is to mint the asset that's missing

Honest inventory: Raj has no personal content library to mine — so the Content Factory starts by **creating the canonical founder/operator article from one filmed hour**, then squeezing every existing third-party asset around it. Everything below is real and verifiable today.

#	ASSET (REAL, DATED, LINKABLE)	CONTENT-FACTORY PLAY (4 P'S: PLUMBING → PUBLISH → PROMOTE → PERFORM)
1	The missing keystone: a one-hour filmed founder interview (Dennis interviews Raj — Film Day #1)	THE TOP PLAY. One recording → the canonical "Why I'm giving America's lost brands a second life" article on the entity home + 12 clips + 20 posts + the About narrative + podcast one-sheet. Until this exists there is no canonical URL for anything else to point at.
2	BusinessWire, May 21, 2024: "Iconic Brands Unite Under OMNI" — his "versatility and excellence" quote; syndicated to Nasdaq, Yahoo Finance, AI Journal + picked up by License Global (150k execs), Retail Dive, HomePage News	The launch story he never told in first person. Rewrite as the definitive ownership-history hub: "What happened to Pier 1, Dressbarn & Modell's — and who owns them now" — targeting "who owns pier 1" (30/mo, AI Overview live) and its six sibling queries; cite Retail Dive's clean-separation reporting; link from all 8 brand domains. This page is both SEO asset and narrative insurance.
3	The hiring-arc releases: Leite CEO (Jun 26, 2024) + Haddox CTO (Jul 23, 2024) + Kretzinger/ Pier 1 (Oct 24, 2024), each with pickups (SGB, CSA, Women in Retail, FashionNetwork)	"How I pick operators for broken brands" essay series — his own quotes are the pull-quotes; each installment reposts the original trade coverage (earned-media wall + sameAs corroboration). LinkedIn-native versions become the Dollar-a-Day creative pool's first test batch.
4	Bodybuilding.com comeback materials: "Don't Call It a Comeback" (BusinessWire, Oct 15, 2024) + Athletech News' relaunch coverage + Marada appointment (Jul 9, 2024)	Revival case study #1, told as video essay: what we found, what we kept, what we rebuilt. (Note honestly: Bodybuilding.com is absent from the current portfolio page — whatever the outcome, the chair telling it first beats the forum rumor mill that currently owns this story.)
5	The heritage vault: Modell's est. 1889 ("Gotta Go to Mo's"), Stein Mart 1908, Pier 1 1962, Dressbarn 1962, Franklin Mint 1964 — 500+ combined years per the brands' own EST. dates	Nostalgia is the cheapest high-engagement creative in existence. "The brand America wouldn't let die" micro-docs (60–90s each, archival imagery) → tested at \$1/day against each brand's fan audiences (the lighthouse targets); winners retarget into Raj's follower pool. This is how a chairman builds a warm audience without being famous yet.
6	The corporate thesis copy already live on omniretailenterprises.com: "Beloved brands don't die. They get stuck... We bring them back, internet-first."	That's a manifesto in fragments. Publish it as a signed op-ed (trade pitch: License Global / Retail Dive viewpoint sections), then excerpt into the entity home hero and his LinkedIn About — one voice, one canonical source, everywhere.

The three plays that matter most, in order: (1) Film Day #1 → canonical founder article + 40 derivative assets; (2) the ownership-history definitive hub that wins "who owns pier 1" and disarms the REV-headline adjacency; (3) the heritage micro-doc series aimed at brand-fan lighthouse audiences at \$1/day. Plays 2 and 3 are fed entirely by play 1's canonical URL — which is why it ships first.

Don't fight the 423. Mint the second entity.

Google already shows a panel on "raj gupta" — the namesake's. The goal is not to dethrone a Wikipedia-backed 423; it's to make "Raj Gupta, retail executive — Executive Chair, OMNI Retail Enterprises" an unambiguous, claimable entity of his own. Google routinely panels same-name people once each is internally consistent. The plumbing, in order:

- 1 **Identity confirmation (the step this case adds).** 30 minutes with Raj: legal name + preferred public name, one canonical role string, bio facts (education, prior roles — currently unfindable), one headshot. Nothing publishes before this. Output: the canonical-facts sheet every later asset copies exactly.
- 2 **Entity home on a disambiguating domain.** rajgupta.com / .co / therajgupta.com are taken (checked June 10, 2026); **rajguptaretail.com and rajguptaomni.com are available.** A qualified domain is a feature here, not a compromise — it disambiguates by design. Facts-first structure: hero → stats bar → story → what I do → featured interview (Film Day #1) → press wall → connect.
- 3 **Person schema + sameAs graph.** JSON-LD on the entity home declaring name, jobTitle "Executive Chair", worksFor → OMNI Retail Enterprises (Organization schema added to the corporate site), and sameAs → the BusinessWire releases, License Global, SGB, Retail Dive coverage, LinkedIn, Crunchbase, The Org, Wikidata.
- 4 **Corroboration loop — his unfair advantage.** Leadership page on omniretailenterprises.com (he controls it; ships in days) + a leadership/sameAs block on each of the 8 brand domains (DR 34–80) + Wikidata item (notability anchored to the wire releases and trade coverage) + corrected broker listings. Twelve-plus consistent surfaces, all repeating the identical name/role/photo string.
- 5 **Fresh third-party signals on a cadence.** Two podcast bookings/month + one anchor trade profile pitch (License Global FastChat, Retail Dive executive Q&A — both outlets already cover OMNI) + the signed op-ed (p.10, play 6). Each hit gets added to the press wall with schema within 48 hours.
- 6 **Find, feed, and claim the KG MID.** His ~24 node is the seed. Monitor it in KG Explorer as corroboration lands; once the panel surfaces on disambiguated queries ("raj gupta omni", "raj gupta retail"), claim it via Google's get-verified flow in Search Console and enrich (photo, role, site, socials).
- 7 **Quarterly AI re-audit.** Baseline on Day 1, re-test Day 90: "Who is Raj Gupta?" / "Who owns Pier 1?" across ChatGPT, Perplexity, Gemini, AI Overviews. The same corroboration graph that earns the panel corrects the chatbots — both read the same web.

Honesty about timelines: panels for disambiguated executives typically surface weeks-to-months after the corroboration loop closes — the plumbing is deterministic, the trigger is Google's. What is guaranteed by Day 90: he owns disambiguated queries outright, his node score is climbing on a tracked curve, and every diligence surface (Google page 1 for qualified searches, LinkedIn, brokers, AI answers) returns the right man. Since 2025, a Knowledge Panel (or 100k+ followers) is also the entry ticket to Google's Search Profiles — the dealmaker's way in is the panel.

90 days, run by agents — the Local Service Spotlight method, end to end

Each workstream maps to a skill in the 10-agent library (the system behind the DealCon workshop). We bootstrap on our side; by Day 90 his team runs the loop. Raj's total personal commitment: **a 30-minute identity call, one filmed hour, ~1 hr/week approvals.**

PHASE	WORKSTREAMS (AGENT SKILL IN PARENTHESES)	EXIT CRITERIA — MEASURABLE
Days 0–14 Confirm & canonize	<ul style="list-style-type: none"> Identity call → canonical-facts sheet + headshot (personal-brand-strategist: buy box + "the operator giving America's lost brands a second life" one-sentence differentiation) Harvest + score every existing mention — the 6 wire/trade assets, syndication copies, brand heritage material (positive-mentions-harvester) Reputation wanted-vs-had → this plan, dated (reputation-gap-analyzer) Register rajguptaretail.com (or rajguptaomni.com); reserve the full handle set Leadership page live on omniretailenterprises.com; dead newsroom link fixed 	Facts sheet signed off · proof library ≥30 scored items · domain + handles secured · leadership page indexed — his name on his own site for the first time
Days 15–45 Build the home	<ul style="list-style-type: none"> Entity home built facts-first with Person schema + sameAs (personal-brand-website-agent) Film Day #1: the one-hour founder interview → canonical article (content-factory) "Who owns Pier 1 / Dressbarn / Modell's now" definitive hub, linked from brand domains (definitive-article-writer) Wikidata item, Crunchbase, The Org, broker corrections; Organization schema on corporate site (knowledge-panel-entity-seo) LinkedIn profile live; first 10 posts from the proof library 	Entity home live & schema validates · canonical article + ownership hub indexed · 12+ corroborating surfaces consistent · LinkedIn confirmed & linked from company page
Days 46–75 Turn on distribution	<ul style="list-style-type: none"> Film Day footage → 40+ clips/posts, all pointing at canonical URLs (content-factory) Heritage micro-doc series cut from brand archives (content-factory) Dollar-a-Day live on LinkedIn + Meta + YouTube at \$10/day each; first kill-the-bottom-90% cycle (dollar-a-day-strategist) Podcast outreach wave 1: 10 pitches → 2 bookings; anchor trade-profile pitch to License Global / Retail Dive (positive-mentions-harvester output as the press kit) 	YouTube channel publishing weekly · ads spending \$30/day with benchmark CPV/CTR beaten · 2 podcasts booked · 1 trade profile in motion
Days 76–90 Claim & hand off	<ul style="list-style-type: none"> KG MID monitored; panel claim filed the moment it surfaces on disambiguated queries (knowledge-panel-entity-seo) AI re-audit vs. Day-1 baseline: ChatGPT/Perplexity/Gemini/AI Overviews (ai-search-visibility) Agent handover: skills installed on OMNI's side, one ops owner trained, QA loop self-documenting (recursive-self-improvement-qa) 90-day scorecard vs. the baseline below 	Claim filed or claim-ready · AI answers correct on qualified queries · OMNI team running the weekly loop without us

The dashboard Raj sees weekly (baseline → Day-90 target)

HIS RESULTS ON "RAJ GUPTA" P.1	"RAJ GUPTA OMNI"-TYPE QUERIES	ENTITY HOME DR	KG NODE (KGX)	CONFIRMED PROFILES	"WHO OWNS PIER 1"	FOOTAGE OF HIM ONLINE
0 → 1–2 slots	Nothing → owns top 3	— → 5–10	~24 → tracked climb	0 → 6+	Unranked → top 5 + AI citation	None → 40+ assets

Year-1 continuation: panel live and enriched, KG score in the Bodnar band (150–250), entity home DR 15+, branded search owning all qualified variants, quarterly AI audits green.

The \$30/day engine: \$10 each on LinkedIn, Meta, YouTube

Dollar-a-Day doesn't buy traffic — it buys repetition with the few thousand people who matter to OMNI's next deal: brand sellers, bankers, licensing executives, retail operators, and the nostalgic fan bases of his own brands. Annual cost: \$10,950 — less than one trade-show booth. GCT discipline throughout: Goals → Content → Targeting.

CHANNEL (\$10/DAY)	TARGETING (GCT)	CREATIVE POOL (FROM P.10)	EXPECTED MONTHLY REACH @ 2025-26 BENCHMARKS
LinkedIn Thought-leader ads	Retail/e-comm execs, brand-licensing industry, distressed-asset bankers and advisors; M&A-community lists (the DealCon crowd is literally the audience)	Founder-interview clips; "how I pick operators" posts; ownership-history explainer cards	~\$300 @ \$35-75 CPM (C-suite premium) → 4,000-8,500 decision-maker impressions
Meta (FB+IG) Lighthouse first	Engaged audiences + lookalikes of Pier 1 / Modell's / Dressbarn fan bases — the lighthouse halo he owns; then retarget site + video viewers	Heritage micro-docs ("est. 1889"), comeback reels, founder-story clips	~\$300 @ \$10-15 US CPM → 20,000-30,000 impressions — the "everywhere" effect when press or deals are live
YouTube In-stream + in-feed	Custom-intent: searched "pier 1", "modell's", "retail turnaround", "brand licensing"; viewers of retail-business channels	The founder interview; revival case-study films; brand micro-docs	~\$300 @ \$0.05-0.12 CPV → 2,500-6,000 completed views of long-form proof

The operating rules (MAA loop)

1. Every new clip gets **\$1/day × 7 days** — never boost cold creative big.
2. After 7 days, **kill the bottom 90%** by cost-per-15-second-view / CTR.
3. Winners get **\$30 over 30 days**, then face fresh challengers.
4. **Lighthouse targeting**: his marquee tie isn't a celebrity — it's the brands themselves. Pier 1's and Modell's fan audiences are warm rooms no competitor-chairman can enter.
5. Metrics → Analysis → Action weekly; agents run the loop, Raj sees a one-page scorecard.

What a year buys

~350,000-540,000 targeted impressions + 30,000-70,000 video views, concentrated on retail-deal decision makers and brand loyalists — his exact counterparties seeing the right Raj Gupta 2-3× a week, all year.

By month 3, retargeting turns every live negotiation into surround sound: the banker who met him Tuesday sees the Modell's micro-doc Wednesday and the ownership explainer Friday. **That's diligence, pre-answered.**

Benchmark sources: LinkedIn median CPM \$31-38 (C-suite 2-3× premium); Meta global avg CPM ≈\$11.76, US \$10-15; YouTube CPV \$0.026-\$0.30, US skew higher. Same 2025-26 public benchmarks used across this audit series; reach ranges use the conservative end after fees.

What we model, what we refuse to invent

OMNI is private; its revenue, deal sizes, and pipeline are not public — so unlike a typical consultant deck, **this model contains no invented dollars**. Mechanisms are sourced; magnitudes are stated as countable assumptions to be replaced with OMNI's real numbers in the working session. The cost side, by contrast, is exact.

LEVER (MECHANISM, SOURCED)	CONSERVATIVE	EXPECTED	AGGRESSIVE
1. Off-market deal flow OMNI is "actively looking for new acquisitions" (Retail Dive). Sellers' bankers diligence buyers; a verifiable chair passes screens a ghost fails.	2 credible inbound conversations/yr that today's empty SERP forfeits	6/yr, incl. 1 from the DealCon network itself	12/yr; 1 closes — deal value intentionally left to OMNI's own math
2. Executive recruiting Post-Leite, candidates Google the chair first. Comparable searches stall on "who would I actually work for?"	1 senior search cycle shortened 2–4 weeks	2–3 cycles; stronger slates accept first offers	The narrative recruits: operators pitch him
3. Licensing & partner trust License Global's 150k-exec audience already met OMNI once; partners re-diligence counterparties annually.	Press wall converts 1 stalled partner diligence	Anchor trade profile + 12 podcast hits/yr compounding	Category default: "the legacy-brand revival guy"
4. Narrative insurance SEC v. Lopez/Mehr is ongoing; every filing re-triggers "Pier 1 owners accused" headlines (CBS, Fox).	Deliberately unquantified. Being undefined during one bad news cycle costs more than this whole program; we treat it as insurance, not ROI.		
5. AI-answer correctness "who owns pier 1" already returns an AI Overview built from third parties; chatbot diligence is now standard among the operators he'll transact with.	Qualified queries answer correctly	His hub is the cited source for ownership queries	AI engines describe him, accurately, unprompted
Year-1 all-in cost (exact)	\$10,950 media (\$30/day) + ~\$3,000 tooling; agent labor starts on our side — ~\$14k against levers 1–5 and an asset (the entity) that compounds for the rest of his career		

What this plan does NOT do

It doesn't run OMNI's brands or fix P&Ls, can't manufacture a Wikipedia page, and can't guarantee Google's panel timing. It never replaces counsel on the SEC matter: we make the already-public separation findable; lawyers approve every word first.

Sources & methodology (every number traceable)

- **Ahrefs** (6/10/26): public DR endpoint, 9 domains; Keywords Explorer (US), 5 queries; SERP Overview "raj gupta" (SERP check 5/28/26).
- **BlitzMetrics KG Explorer** (Google KG API resultScore, June 2026): Rajiv L. Gupta 423; Raj Gupta node ~24; Bodnar 215; Dylan 197; room ~24; 0/20 panels.
- **Press**: BusinessWire 5/21, 6/26, 7/23, 10/15, 10/24/24; License Global 5/23/24; Retail Dive 5/22/24; SGB 6/27/24; SEC LR-26413 (9/25/25); CBS/Fox; Leite coverage 5/22/25. **Site & domains** crawled/checked 6/10/26.
- **Unverified & flagged**: his bio/photo/history (identity MEDIUM); SignalHire contents; Bodybuilding.com & Ralph & Russo status; exact AI answers (baselined Day 1); Leite's formal OMNI exit (inferred).

Six quick wins this week — then the 90-day clock starts

- 1 The 30-minute identity call.** Confirm name, bio facts, headshot, canonical role string. Costs nothing; unblocks everything. (This audit's one hard rule: nothing publishes before this.)
- 2 Register rajguptaretail.com + the handle set.** Available as of June 10, 2026 — \$20 today versus a negotiation with a squatter the week his profile rises.
- 3 Publish the leadership page on omniretailenterprises.com.** His name, on his own company's site, for the first time — the single fastest corroboration asset in this plan. Fix the dead newsroom link in the same commit.
- 4 Claim LinkedIn and link it from the company page.** The retail M&A world lives there; his absence is costing warm introductions weekly.
- 5 Book Film Day #1.** One hour on camera becomes the canonical founder article, 40+ assets, and the press kit — the keystone every other play points at.
- 6 Authorize \$30/day.** The Dollar-a-Day engine goes live the day the first clips clear — \$10,950/year, less than one trade-show booth, aimed at the exact people who decide his next deal.

"Your company gave seven of America's best-loved brands a second life. Give us 90 days and \$30 a day, and we'll do the same for the man who signs those deals — starting with taking your own name back from Google."



Dennis Yu

BlitzMetrics · Local Service Spotlight · Personal
Brand Engineering

612-707-8045 · dennisyu.com

Prepared for **Raj Gupta** by Dennis Yu, June 2026

DealCon M&A Intensive · data refreshes on request · identity-confirmation
required before execution