

DAYNA BRANDOFF
Professional Organizer

917.576.1267 | dayna@chaostheorynyc.com | www.chaostheorynyc.com

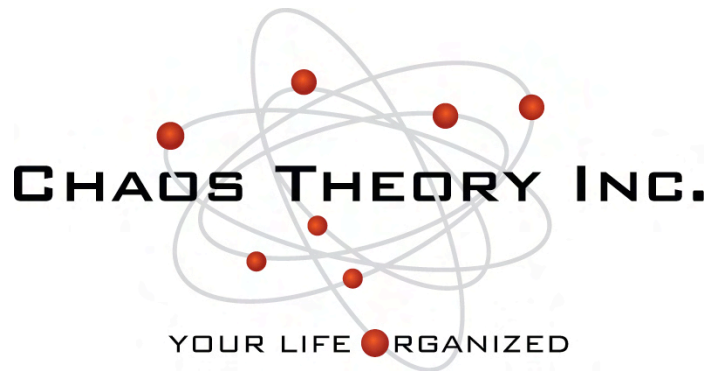
Dayna Brandoff is a professional organizer located in New York City. After a lifetime of helping friends and family organize their closets, re-design spaces, develop filing systems and generally get their lives in order, Dayna realized that the same needs exist for the general public. In 2007, she founded Chaos Theory Inc. to meet those needs. In order to expand her reach outside the New York Metropolitan area, Dayna offers daily organizing tips to her followers on Twitter (*chaostheorynyc*) and launched her blog in 2009.

Dayna is the Secretary and an active member of the National Association of Professional Organizers New York Chapter. In her first year of membership, she coordinated chapter programming and professional development opportunities.

Dayna holds a Bachelor of Science degree in Policy Analysis and Management from Cornell University. She began her career as a marketing research analyst at Ipsos-Insight and brand manager at The Azure Group. Colleagues appreciated Dayna's ability to juggle multiple projects, color-coded calendars, meticulous record keeping and strict adherence to deadlines.

Dayna lives in a highly organized apartment with her husband, where they are lucky to have five closets. She has graciously given up control of one of these for her husband's use. Outside of organizing, Dayna's passions include food & wine, a good story well told (on screen or in print), travel and the *New York Times* crossword.

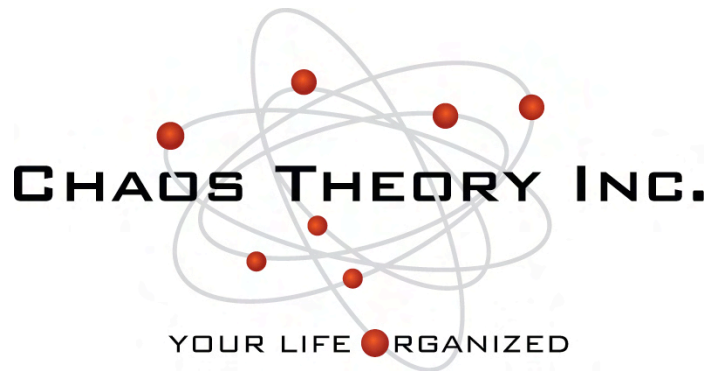




DAYNA BRANDOFF
Professional Organizer

917.576.1267 | dayna@chaostheorynyc.com | www.chaostheorynyc.com

COMPANY	Chaos Theory Inc. Dayna Brandoff, Founder
PHONE	917.576.1267
WEBSITE	www.chaostheorynyc.com
EMAIL	dayna@chaostheorynyc.com
ADDRESS	201 East 19th Street, #10D New York, NY 10003
COMPANY FOUNDED	2007
PHILOSOPHY	Organization doesn't always come naturally - sometimes it needs a little nurturing. The effort it takes to adopt new, more efficient habits is well worth the simpler life that results.
MISSION	To empower people of all ages with organizing skills, allowing them to save time, maximize space, create a stress-free environment and focus on the rest of their lives.
AFFILIATIONS	National Association of Professional Organizers (NAPO) New York Chapter Secretary, 2009-2010 New York Chapter Programming/Professional Development Committee, 2008
FAVORITE QUOTE	"A professional organizer is better than therapy - she makes house calls and you see results after just one session!"



DAYNA BRANDOFF
Professional Organizer

917.576.1267 | dayna@chaostheorynyc.com | www.chaostheorynyc.com

ORGANIZING CASE STUDIES

SITUATION ANALYSIS:

Client A sold her 11-room apartment in New York City to downsize to a 5-room space nearby. In addition to the furniture, clothing, books, small appliances and 'stuff' that accumulates in a home after 25 years, Client A also had a massive art and antique collection that would need special attention.

RESULTS:

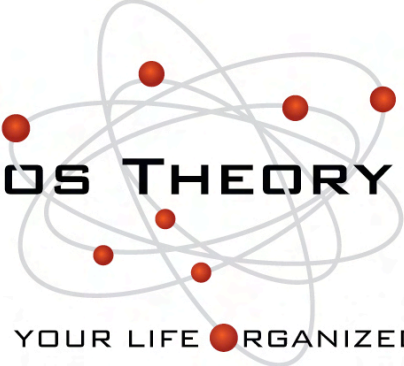
Chaos Theory spent six weeks creating a home inventory - photographing virtually every item in the home. Together, Dayna and Client A decided where each item would go (to the new apartment, to Client A's other homes, to long term storage, etc.) Once the move was complete, Client A received a document with a list (and corresponding photographs/measurements) of items in each location, including the box number in which it could be found. The art and antique collection was catalogued and photographed in even greater detail for insurance purposes, and stored with a temperature controlled specialist recommended by Chaos Theory.

SITUATION ANALYSIS:

Client B relocated from New York to Los Angeles with one week's notice.

RESULTS:

Chaos Theory instructed Client B to pack a suitcase of essentials for his flight out to LA (this included the clothing and toiletry items he would need for his first few weeks in the new city). Next, Dayna & Client B packed the non-essentials into his car which would be arriving in LA via truck shipment. Three weeks later, Dayna flew to LA to meet the car shipment, provide guidance on furniture and other necessary home goods, escort Client B on these shopping expeditions, and finally - unpack the apartment. In just one weekend the new space was furnished and organized.



CHAOS THEORY INC.

YOUR LIFE ORGANIZED

The logo for Chaos Theory Inc. features a stylized atom with a central nucleus of two red spheres and several red spheres orbiting in a complex, overlapping grey path. The text "CHAOS THEORY INC." is in a bold, black, sans-serif font, and "YOUR LIFE ORGANIZED" is in a smaller, black, sans-serif font with a red sphere between the words.

DAYNA BRANDOFF
Professional Organizer

