



Michael Catanzaro

President & Chief Brand Officer

(619) 252-9585 • michael@thebrandleader.com
920 Wade Hampton Blvd., Greenville, SC 29609

SPEAKING TOPICS:

- Brand Clarity in a Noisy World
- The Gap Between Brand Strategy and Execution
- Why Most Marketing Doesn't Work and What Does
- Aligning Leadership, Culture, & Brand
- Brand as a Growth Engine
- Scaling Creative Without Losing the Brand
- AI & the Future of Brand Execution
- From Brand Strategy to Execution at Speed

CURRENT FOCUS:

Michael is focused on helping organizations close the gap between strategy and execution, using AI and modern workflows to scale creative, streamline operations, and drive faster, more consistent brand outcomes.

As a speaker, Michael brings real-world experience and a clear point of view. He connects brand decisions to business outcomes and speaks to the realities leaders and teams face every day.

- + 20+ years in brand strategy, creative, and agency leadership
- + Advisor to executive teams on brand, positioning, and growth
- + Experience across multiple industries and stages of growth

Michael has spent 20+ years inside agencies and alongside leadership teams, guiding brand strategy, creative development, and business transformation across a wide range of industries.

His experience spans global sports brands such as Adidas, ASICS, and Formula 1; lifestyle and entertainment brands including Disney and Monster Energy; retail and CPG leaders like Petco and WD-40 Company; and regulated industries including healthcare, financial services, and education, with organizations such as Boston Scientific, MoneyGram International, and UC San Diego.

His work centers on helping organizations cut through noise and get to clarity where positioning sharpens, teams align, and messaging resonates.

He is known for a direct, practical perspective on branding and marketing. He challenges teams to move beyond activity and focus on impact, and to treat brand as a business driver, not a marketing exercise.

More recently, Michael has focused on the role of AI in modern brand building, helping teams use creative automation to scale output without losing authenticity, improve operational efficiency, and move faster from strategy to execution.

Industry Experience

SPORTS, LIFESTYLE, RETAIL & CPG, AND REGULATED INDUSTRIES



Testimonials

“Michael doesn’t just talk about brand. He changes how you think about your business.”

- BRIAN MCKAY, PRESIDENT AND CEO, SPERO FINANCIAL

“Clear, challenging, and immediately applicable. He cuts through the noise fast.”

- JILL ELLIS, EVP/CHIEF BRAND OFFICER, IRESPONZE

Booking

Now available for live and digital speaking engagements
hello@thebrandleader.com

TheBrandLeader®
DISCOVER. REAL. GROWTH.
thebrandleader.com