



Patty Gallardo

SVP of Agency Operations

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SPEAKING TOPICS:

- Defining KPIs That Actually Drive Business Results
- The Gap Between Marketing Activity and Performance
- Authenticity vs. AI: What Actually Matters in Modern Marketing
- Making Better Media and Marketing Decisions
- Building Marketing Systems That Scale
- Leading Through Growth and Change
- Balancing Performance, Brand, and Team Health
- Working Motherhood and Leadership in Real Life

CURRENT FOCUS:

Patty is focused on helping organizations bring greater clarity to their marketing efforts, aligning strategy, media, and analytics to drive measurable results while maintaining authenticity and strong team dynamics.

Patty brings a clear, honest, and practical perspective to every conversation. Her approach is grounded in real-world experience, offering insights that are immediately relevant to leaders and teams navigating today's marketing challenges.

- + **Close to two decades in branding and marketing**
- + **Advisor to executive teams on brand, positioning, and growth**
- + **Brand and marketing leader focused on driving clarity, accountability and results**

Patty Gallardo brings a practical, results-driven perspective earned over nearly two decades in brand and marketing.

Since starting at Nickelodeon in 2009, she has built and marketed brands from every angle—as an account representative and content manager, as founder of her own independent shop, and now as SVP of Agency Operations at The Brand Leader. Her work spans brands like Nickelodeon, Napa Auto Parts, Sutter Home, Ménage à Trois, Progressive Insurance, and Discover South Carolina, covering brand strategy, media, analytics, and execution. She helps organizations navigating growth and change define what matters, measure it clearly, and execute with focus.

She is known for her direct and grounded approach. Patty challenges teams to move beyond vague goals like “more leads” or “more awareness” and instead define clear KPIs, make informed decisions, and build systems that support long-term performance.

Her perspective is also shaped by her personal journey, becoming a mother early in her career and building each professional step with intention. That experience informs how she leads today, bringing a strong sense of responsibility, prioritization, and alignment to both her work and her teams.

Industry Experience

TRAVEL & TOURISM, WINE & SPIRITS, FOOD & BEVERAGE, REGULATED INDUSTRIES



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