

I started my career in advertising, and learned the business of building brand while developing newspaper advertising for companies such as Mazda, The Gap, Hostess, and Nortel. During my lengthy career as a business strategist and public relations professional, I leveraged brand-building strategies to focus more on the communications end of things, specifically how to identify and work with industry leaders and experts (that I also call influencers).

As I worked at agencies and with a variety of clients, I realized that most companies really don't have a strategic plan, or even a thorough comprehension of their target market. They are generally very sales focused meaning run by the sales staff, each with their own agenda for generating a sale; sometimes at any cost. I found that a sales driven company is usually running by the seat of its pants and, while they can be successful, there is often no roadmap to where they are going or why. I regularly witnessed that this sales driven culture eventually limited sales potential.

In an effort to assist these companies to think like marketers and make marketing driven decisions (vs. sales or engineering driven decisions), I created a system that walked them through the steps of strategy this became "credibility branding" and is covered in my book *The Credibility Factor*..

The book reveals some of the secrets I use with my consulting clients; how to build a credible company and / or product from the ground up in order to draw in highly influential editors, analysts, early customers, celebrities, industry pundits, strategic partners and the like. It shows how to leverage customers to spread word of mouth testimonials. The credibility branding model that the book is based on helps to influence the influencers to influence customers and in the process creates extremely loyal long term subscribers of your products and services.