



A Strategic Innovations Branding Agency

BRAND to HUMAN®

ProFile



RONNETANEL

CVO / Founder

✉ ron@ideallogicbrandlab.com

📞 Office (281) 578-2223 x700

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Years of Industry Experience: 20+

Philosophy: The Visionary Creed

Core Focus: Growth: personally, professionally, and for my clients

Strengths: Brand Strategy, Brand Development and Design, Brand Experience, Customer Life Cycle Strategy, Brand/Sales/Marketing Systems, Advertising Campaigns, Visual Communications

Guiding Principles: Always keep your word, as that defines your character. Over-delivering and exceeding expectations should be expected. You must first achieve in order to receive.

Personal Quote: "The retention of your customers lies within the experience you deliver. That experience must nurture and appeal to the HUMAN, not the transaction."

-Ron Netanel

Ron Netanel is a nationally recognized branding strategist, creative professional, and one of a kind Brand Catalyst™. Netanel serves as founder and Creative Visionary Officer of the award-winning creative agency IDeallogic® Brand Lab. He is passionate about helping business leaders achieve their brand's objectives and helping them surpass their idea of success.

Ron has a keen understanding and love for the operations and infrastructure within an organization (its genetics) and concentrates on developing solutions to achieve desired results through a strategic, systemic approach. Ron has developed a proprietary branding method known as Brand to Human®, which focuses on creating strong bonds between a company, its personnel, and its customer audience. These strategies were developed through a scientific approach based on psychology, human behavior, human nature, culture, lifestyle, and aesthetic appeal. This methodology revolves around an in-depth process that facilitates the customer experience and fosters brand loyalty. Engineering the brand's architecture, go-to-market strategies, offerings, and identity are only some of the Brand to Human® process points that guarantee a significant growth that defines its Brand Model®. This proprietary process focuses on developing the company's intrinsic and extrinsic mechanisms by innovating the gap. This innovative approach allows the brand's identity to infiltrate every aspect of the organization, capture market share, and extend its presence to the consumers' mindshare.

This methodology has proven that building brands is more sophisticated than just aesthetics and visual communications alone. These same philosophies have been adopted by the most influential brands of the Fortune 500.

SUMMARY OF EXPERIENCE:

CEO / Founder: IDeallogic® Brand Lab

Creative Director: ADgination Creative Agency

Public Speaker: Brand Education and Strategy Speaker

Award Winning Designer: Collection of Industry Accolades

UNIQUE VALUES

Genuine: Honest, hard work defines your ethics, and values guide your path; be authentic and always stay true.

Determined: Never quit, never settle, and always achieve what you set out to do. Your achievements define your character, not your aspirations.

Over-Achiever: Because over-thinking and over-doing means I have met my standards.

CORE STRENGTHS

Brand Model® Development

- Brand Strategy
- Brand Innovation
- Brand Positioning
- Brand Concept Development
- Brand Identity Design
- Brand Creative Development

Consumer Profiling

- Consumer Persona Segmentation
- Consumer Behaviors & Drivers
- Consumer Strategies

Visual Communications

- User Focused Design: (Digital, Print, Broadcast)
- Marketing Communications
- Advertising Campaigns

Brand Experience

- Customer Life Cycle
- Customer Experience
- Brand Experience

Sales Strategies

- Channel Mapping
- Process Planning
- Presenting Arsenal

(281) 578 • 2223

1304 Langham Creek Dr. Suite 300 | Houston, Texas 77084

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