

RON NETANEL

CVO | FOUNDER

EXECUTIVE BRIEF



My Work



LinkedIn



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Executive Summary

Drawing from my entrepreneurial background, I bring a unique perspective that combines strategic thinking, creative vision, and a deep understanding of brand dynamics.

My adaptability shines as I take pride in working with any brand across diverse industries, allowing me to fast-track in becoming a specialist in each unique business. I immerse myself fully in every aspect of an organization's business model, seeking out innovation, vision, and purpose—the driving elements behind effective initiatives—to develop strategies that lead to growth.

My experience as an agency owner has honed my critical thinking, allowing me to identify gaps, blind spots, stuck points, and pain points while uncovering potential opportunities for gain points.

Furthermore, owning an agency has significantly improved my leadership and soft skills, enabling me to manage and delegate tasks to highly productive teams effectively, align with departmental goals and budgets, and execute comprehensive marketing campaigns.

Over the years, I have empowered mid-market companies and large enterprise organizations in both B2C and B2B sectors, ranging from \$25 million to over \$3 billion in ARR. I have served in a wide range of verticals and industries, such as Health & Wellness, Health & Beauty, CPG, QSRs, Food & Beverage, Restaurants, Health Insurance, Auto Insurance, Technology, Telecom, Industrial, Manufacturing, Oil & Gas, Marine, Rail Transportation, and Professional Business Services.

My track record includes:

- Transformative rebrands • Impactful GTM launches • Establishing market authority • Rapid scale-ups • Penetrating new markets • Executing omnichannel campaigns • Driving remarkable consumer engagement and retention initiatives

My entrepreneurial mindset is driven by revenue generation and a deep passion for crafting growth strategies. My unwavering focus on efficiency and compulsion for process-oriented methods fuel my constant drive to improve, re-engineer, and develop effective systems that guarantee impactful outcomes. I excel in brand operations and implementing protocols that foster a "move the needle" mindset guided by a brand standard approach.

Accolades

- American Advertising Awards
- American Marketing Association Crystal Awards
- CV Magazine Awards
- Expertise Awards

Areas of Expertise

Core Focus:

Growth Strategies / Increasing Revenue / Gaining Market Share / Brand Adoption / Brand Loyalty
Consumer Mindshare / Brand Perception / Increased Brand Awareness / Market Authority
Surpassing Competition

Executive Expertise:

Brand Strategy / Brand Positioning / Brand Identity / Creative Direction / Concept Development
& Ideation / Customer Experience (CX) / Ecosystem Strategist / Channel Tactician / Engagement
Point Development Specialist / Account Based Marketing at Scale

Master Designer:

Visual Designer & Creative Director (Design Science, Philosophies, and Thinking) / Graphic
Design (Digital & Traditional) / Responsive & Engaging Website Design / UI/UX Experiences
Automated Nurturing Systems / Brand Identity Design / Brand Architecture Design / Social Media
Platform Design / Social Media Engagement / Sales Collateral / Presentation Design / Outdoor
Design / Print Packaging / Environmental (Interior & Exterior) / Photographer / Illustrator

Technical Proficiency:

Design & Layout / Process & Systems Engineer / Project Management / Critical Decision Execution
Marketing Operations & Automation / Brand Standard Protocols / Establishing Metrics Defining
Critical KPIs for Effective Result Driven Initiatives / Software Aptitude

“CUSTOMER EXPERIENCE

**IS NOT ABOUT THE PATH-TO-PURCHASE,
ATTRIBUTION, OR SINGULAR TRANSACTIONS.**

INSTEAD, ALL CONSUMER STRATEGIES
SHOULD BE CENTERED AROUND

ONE PURPOSE:

PATH-TO-LOYALTY.”



Experience

Client Results:

Hershey's®: Led the launch of a new product line and brand marketing campaign targeting an expanded demographic, specifically Gen Z. The objective was to implement a successful and influential engagement strategy without alienating the existing consumer demographic from their viewpoint of the core product line. To achieve this, we utilized AI and social listening to identify areas of opportunity that could establish connections with the target demographic while ensuring we didn't neglect the mindshare of the old demographic. The final result blew the Hershey executives away!

Case Study

Stewart & Stevenson®: Led this legacy company's rebrand initiative with a core strategy centered around positioning and establishing market authority as the premier OEM manufacturer in the seven verticals they served. To accomplish this, we employed AI to build segmented consumer models and develop a strategy that utilized the company's innovative manufacturing based on their consumers' unmet needs, filling market gaps. They had once relied on their OEM partnerships as their primary brand position, ultimately overshadowing their leverage and brand equity. After our rebrand, Stewart & Stevenson took a bold stance in market authority as the driving force behind their manufacturing.

Case Study

Xist Fitness®: Not only did I lead this brand initiative, I was also personally entrusted with its execution. As a high-stakes venture, the brand debuted in the fitness industry with an ambitious aim to sell 200 franchises in a single premiere event. Attendees included influential figures including celebrities, professional athletes, and business moguls. I crafted the brand strategy, company name, tagline, brand identity design, gym interior design, website, custom photography, and sales deck, which extended to all online/offline channels. I also directed two award-winning commercials. This event surpassed the goal, garnering the commitments to sell 250 units nationwide. *Please Note: Due to unforeseen circumstances, leadership dissolved after this period, leading to the cancellation of this initiative. Only two locations remain open to date. I would be happy to discuss this in greater detail.

Case Study



Experience

Client Results:

U.S. LawShield®: I took the lead in spearheading a rebranding initiative that had a strategic focus on defining, aligning, and captivating multiple segments of their audience. With a decline in brand reputation and a consequent high consumer churn rate, we discovered that U.S. LawShield had been targeting the wrong demographic and using language that alienated the majority of its consumer base. Uncovering this crucial data, we swiftly identified four key segments and promptly adjusted our approach to tailor the messaging strategies and tactics for each segment. As a result of our efforts, their membership rate skyrocketed from 150,000 to over 500,000 active members within a span of two years.

Case Study

Benthic®: Led the strategic rebranding initiative to develop Benthic's online and digital channel assets to raise the company's perceived value as Benthic's leadership prepared for acquisition. By increasing brand equity, the rebrand allowed Benthic to 2X the sale from its original evaluation.

Case Study

“ THE RETENTION OF YOUR
CUSTOMERS LIES WITHIN THE
EXPERIENCE YOU DELIVER.

THAT EXPERIENCE MUST
NURTURE AND APPEAL TO
THE HUMAN ...

... NOT THE TRANSACTION. ”



My Featured Work

Launch Work



The Brand Model®

The retention of your customers lies within the experience you deliver. That experience must nurture and appeal to the HUMAN...

...not the transaction.

The Problem I Solve:

Organizations that follow a traditional “path-to-purchase” mindset are suffering incalculable consequences.

I believe the better, more effective mindset for any organization’s sustainable growth is in a **Path-to-Loyalty**.

The highest level of market authority occurs when your customers adopt with mindshare.

Consumer Retention is the last metric to be measured by most corporate organizations, which is a costly mistake—perhaps the most costly.

This is understandable: there are so many internal and external variables that can alter this outcome—it’s simply easier to dismiss because of its immeasurable construct.

Until now.

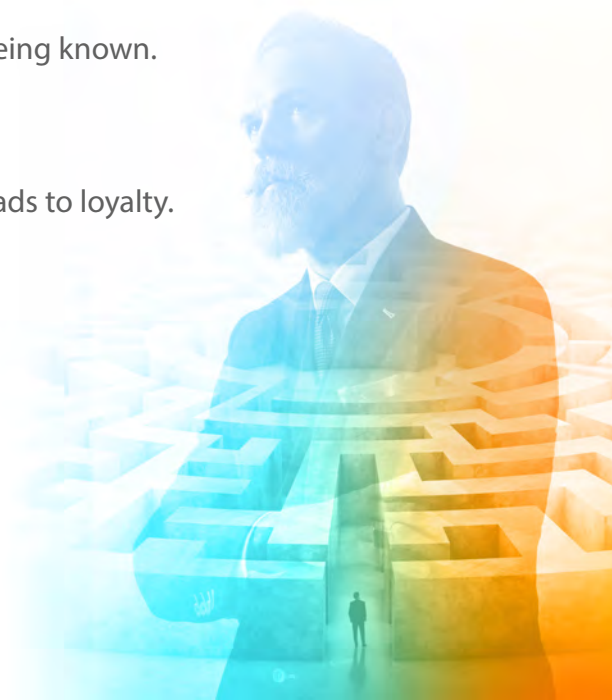
I innovated a solution by developing the **Brand Model®** to offset the most critical variables, and to accelerate consumer adoption.

Brand Development (executed correctly) will create the demand to fuel a compounding adoption rate.

Brand Awareness isn’t about being seen; it’s about the brand being known.

Brand Adoption leads to an association—an affinity—which leads to loyalty.

This pathway is what I call: B R A N D to H U M A N®



Behind The Science

The Results of Brand Model® Development:

Through my transformative **Brand Model®**, my agency scientifically engineers and designs influential, human-centered brand identities for Mid-Market and Large Enterprise B2C & B2B organizations.

My focus is to grow client revenue by increasing consumer mindshare in order to capture market share.

1. Brand Positioning and Strategy: Ensuring Your Consumers Perceive Your Brand as the Go-To-Option in Your Market

2. Human-Centered Brand DNA Engineering: Creating the Bonds Between **Brand to Human®**

3. Brand Identity Design: Creating Your Company's Brand Style to Attract, Attain, and Retain Ideal Consumers

4. Loyalty Transformation: Turning Consumers into Brand Loyalists That Choose Your Brand Because of Belief and Association

“WE LIVE IN A
BRAND TO HUMAN®
ERA.”



Who I Work With:

B2B/B2C Mid-Market and Large Enterprise Corporations in all verticals, employing a powerful horizontal positioning strategy known as the Brand Model®. This unique approach seamlessly integrates and penetrates across diverse industries and sectors.

“WITHOUT
INNOVATION,
THERE IS NO
EVOLUTION.”

A stylized, handwritten signature in white ink, consisting of a large, flowing 'R' followed by several loops and a final flourish.

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