



Mark True | Brand Warrior



Prepare for marketplace battle with a strategic brand plan from The Brand Warrior.

For more than 25 years, Mark True has worked in corporate, non-profit and agency environments, leading teams and clients with a strategic vision and a passion for digging deep to find the heart and soul of the brand. Then he's collaborated with writers, designers, photographers, producers and other creative partners to tell stories that engage audiences and compel customers to learn more and buy more.

Brand Management | Marketing Communications | Personal Branding

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O.N.E. Way Branding

Mark introduces a simple brand model that will change the way they think about marketing and give audience members a stronger foundation to create more meaningful and more profitable relationships with customers.

Plant your flag!

The key to standing out in a crowded marketplace is to be authentically different. Mark will use real-world examples and challenging questions to get the audience pumped up to plant their flags in one-of-a-kind territory.

Who are you? And why should I care?

Real customer connections are reinforced with stories that intrigue, explain and compel. Authentic stories also shorten the sales cycle better than feature-rich, benefit-starved marketing messages. Mark explores the power of the story and helps the audience begin to craft their own stories!

Employees: audience one

Millions of marketing dollars are put to work distributing inauthentic marketing messages every day because nobody bothered to tell the employees first. Mark will discuss how to engage and equip employees for brand battle in a highly competitive marketplace.

Mark's passionate presentation style challenges audiences with tough questions, easy-to-understand examples and enough attitude to get them planning their own brand strategy before they leave the room!



Mark True is a multidimensional strategist and tactician. He's honed his approach in a variety of organizations and has earned the reputation as a strategic thinker who turns brand-based concepts into simple, clear and effective action.

