



## **CAREER HIGHLIGHTS**

### **Mary van de Wiel (aka Van)**

Van has helped corporations, businesses, and entrepreneurs of all stripes, from all over the world, to develop hugely successful brands. Her creativity and provocative style set her apart from the pack. A Dutch sea captain's daughter, Van has always been unique. She was born in Maracaibo, Venezuela, lived in Canada, The Netherlands, and then Sydney, Australia — all by the time she was 15. She graduated from Sydney's University of New South Wales with a Bachelor's Degree in Drama and English, and a Dip. Education and later, earned a Communication Design degree from the School of Visual Art, Sydney, Australia.

### **Past Corporate Life**

- ◆ Founder, CEO and Executive Creative Director of VAN DE WIEL, INC., an award-winning branding and communication design agency with offices in New York and Sydney, Australia (Launched in 1992 and sold in 2005.)
- ◆ Consulted for Fortune 500 clients across four continents. Clients included Conde Nast Magazines, American Airlines, Sony, Coty, Hearst, The Museum of Modern Art, NY, Sydney Opera House, Time Inc., Zurich Australia Group, and News Corporation.
- ◆ Led national brand campaigns for the launches of People Magazine in Australia, the Macau International Airport in China, and the National Constitution Center in Philadelphia. [www.maryvandewiel.com](http://www.maryvandewiel.com)
- ◆ Creative Director of Rupert Murdoch Magazines in Sydney. Co-produced the most successful launch of any magazine in the history of Australian publishing – *New Woman*.
- ◆ Copywriter, art director and creative director in advertising agency Leo Burnett

### **CEO & Creative Director**

ZING YOUR BRAND & CO., NYC

A New York-based consultancy offering unique branding and creative services. Dedicated to helping entrepreneurs use and understand the power of branding to create bolder, more provocative and masterful brands that dramatically increase sales. The money's in the brand. Zing is KaChing. [www.zingyourbrand.com](http://www.zingyourbrand.com)

### **Workshop Founder/Leader**

NY BRAND LAB, NYC

Van leads this quarterly "roll-up-your-sleeves" workshop bringing entrepreneurial business owners together in Zing Your Brand's NY loft to discover the best-kept branding secrets that will transform their business and boost their bottom line.

[www.zingyourbrand.com/ny-brand-lab](http://www.zingyourbrand.com/ny-brand-lab)

**Radio Show Host**

NY BRAND LAB RADIO

On her weekly radio show, Van and her guests share the secrets to coaxing out the power and zing in your brand and show what you can do to make your brand a winner.

[www.blogtalkradio.com/ny-brand-lab-radio](http://www.blogtalkradio.com/ny-brand-lab-radio)

[www.zingyourbrand.com/radio](http://www.zingyourbrand.com/radio)

**Producer/Interviewer**

BRAND REINVENTION SUMMIT

For the inaugural Summit in October 2009, Van hand-picked and interviewed leading professionals – thought leaders and creative visionaries at the forefront of their industry - to offer new ways of thinking for business owners and entrepreneurs looking for new answers in this new world of Business Unusual. [www.BlahtoZingSummit.com](http://www.BlahtoZingSummit.com)

**Speaker**

Van has been a featured speaker at various organizations, including the Women Presidents' Organization (WPO-NYC), Ladies Who Launch (DC), the American University's MBA Program, the Brain Exchange Roundtable (NY) and at Pacific Magazines Editor's Luncheon in Sydney, Australia. Her signature Brand Audits, where she analyzes branded websites projected on a big screen, are a huge draw.

[www.zingyourbrand.com/events](http://www.zingyourbrand.com/events)

**Writer/Expert**

The news media and online communities seek Van's expertise when it comes to challenging the status quo in branding and all things Zing related. She's been featured in *Entrepreneur* magazine, frequently quoted by Reuters, *Investor's Business Daily*, *NY Enterprise Report*, *Syracuse Post Standard*, Brain Engineering Labs, and she's been invited to write branding articles for entrepreneur.com.

[www.zingyourbrand.com/news](http://www.zingyourbrand.com/news)

**Blog**

Van provides branding tips covering everything from checking the brand pulse of your business to minding misbehaving brands to why the money's in the brand.

[www.zingyourbrand.com](http://www.zingyourbrand.com)