



LIFE STORY | POCKET SIZE EDITION

Mary van de Wiel (aka Van) | Founder, CEO & Creative Director, Zing Your Brand Co.

Mary van de Wiel is on a mission. She's passionate about teaching businesswomen (and men) what makes brands tick and how to avoid falling into the trap of Dead Brand Walking. She knows how to spot those invisible clues embedded in brands that scream out "No One's Home!" And with her creative insight and peripheral vision, she inspires and coaches women to show up and stand out to create an exhilarating and profitable business. The money's in the brand, after all. Zing = Ka Ching!

Best known for her global marketing expertise in brand storytelling and image development, Van shares her talents through consultancy, speaking, writing, seminars, a weekly radio show, The NY Brand Lab, and in her blog and newsletter via her ZingYourBrand.com website.

In her former corporate life, Van launched an award-winning branding and communication agency with offices in New York and Sydney, Australia, and led the global branding campaigns for Fortune 500 clients. Dubbed by Time Inc. as their "brand therapist and master provocateur" and by News Corporation as "the creative spark and driving force in our marketing strategy," Van created attention-grabbing, award-winning brand campaigns for clients around the world, including Sony, SBS Television, Conde Nast, American Airlines, The Museum of Modern Art N.Y., Zurich International, and many more.

In 2008, Van created Zing Your Brand & Co., a New York-based consultancy that is the go-to resource for branding and creative consulting. Van continues to serve up eye-opening Brand Audits for clients around the world, and also provides regular *brand therapy* sessions for corporate clients and entrepreneurs that create brands that are bolder, more provocative, masterful, and confident. As a result, their businesses become more visible and profitable.

Van shares her passion with listeners on her weekly internet radio show, **NY Brand Lab Radio** at 10am EST Wednesdays, where she coaxes out the power, sass, and zing in brands, interviews guests, and tells all about how to make your brand a winner. She recently launched the popular **NY Brand Lab**, which has been called "the only workshop of its kind in New York City." Last fall, she produced the successful **Brand Reinvention Summit** where she interviewed thought leaders and creative visionaries about the art of reinventing your brand to get a leg up in this economy. Van's blog, a natural extension of Zing Your Brand, shares creative and indispensable branding tips and covers everything from checking the brand pulse of your business to challenging misbehaving brands and to why the money's in the brand.

Today, Van's mission continues as she teaches business owners to challenge the status quo, think differently about their brands, dare to be provocative, and use the power of branding to dramatically increase sales.