

ANNOUNCING OUR 92<sup>ND</sup> ROUNDTABLE – FEB.6, 2025

# IT'S NOT WHAT YOU BUILD, IT'S WHAT YOU BELIEVE.

**PARTICIPANTS WILL GAIN A DEEPER UNDERSTANDING OF THE HUMAN APPROACH TO BRANDING AND GO BACK TO THE WORKPLACE WITH THESE ACTIONABLE INSIGHTS:**

- Launch a new product or service from scratch (or re-engineer an existing Brand)
- Understand that “brand” is not molding fog, or the logo & website
- Understand how to optimize your Strategic Brand Narrative
- Better strategic implementation of social, digital and traditional media
- Build their own inside-out organization, increasing Brand value
- Understand how powerful Brands (Nike, Apple, Amazon) are optimized for success
- Learn how to build your own Personal Brand
- Learn how to build internal cultures



**TO ATTEND, YOU MUST REGISTER IN ADVANCE.**

**Feb. 6 • Midland Hills Country Club** 2001 Fulham St., Roseville MN 55113

Breakfast: 8:00 am

Speakers: 8:30 am–Noon

**RSVP by Jan. 24, 2025** to  
Lisa@mnexecutivegroup.com

## SPEAKER

**Patrick Hanlon**

**CEO/founder of Primalbranding.Co**

Patrick Hanlon is the author of “*Primal Branding*” (Simon & Schuster 2006), which is required reading at YouTube for building audiences and advocacy. As CEO/founder of primalbranding.co, Hanlon’s clients have included Google, Microsoft, PayPal, American Express, Levi’s, PepsiCo, VW, Kraft, Shopify, TimeWarner, Aurora Solar, Sunrise Banks (Fast Company’s Brands That Matter 2023), United Nations—as well as the largest media crowdfund raise in history (over \$10m) and a Top 10 album. Hanlon has spoken at NYU, Fashion Institute of Technology (FIT), University of Southern California Iovine Young Academy (USC-IYA), IDEO, H&P Innovation Series, St. Thomas University and elsewhere. He holds Primal.Live events (virtually and IRL) in Europe, South Africa, Argentina, Colombia, China, and elsewhere.



**763.477.5599**

6810 Greenfield Road • Loretto, MN 55357  
[www.mnexecutivegroup.com](http://www.mnexecutivegroup.com)