



Marketing & Communications Watch

Brand You - How to Develop and Live Your Personal Brand

January 28, 2021



Today's Presenters



Greg Monaco

Founder, Monaco Branding and Creative

Monaco Branding and Creative



JP Kuehlwein
(Moderator)

Marketing Institute Leader

The Conference Board

Principal

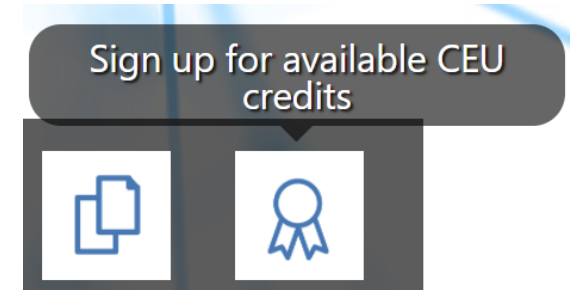
Ueber-Brands



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ARE YOU A BLUR?



**PIGEON-HOLED.
MISJUDGED.
UNDERESTIMATED.
OVERLOOKED.**

MONACO



PRESENTED BY
THE PORT OF NEW YORK AUTHORITY
TO
FREDERICK G. GIGGLEMAN
IN RECOGNITION OF HIS
THIRTY YEARS OF PUBLIC SERVICE

The clock face features a central relief of a winged figure, possibly a personification of Justice or Liberty, holding a scale and a sword. The figure is set against a background of architectural elements. The clock hands are black and the numbers 3 and 9 are prominently displayed. At the bottom, there are two small circular medallions, each containing a heraldic crest.





**ONE OF MANY?
OR ONE-OF-A-KIND?**

MONACO

Successful B2B/B2C senior operating executive with experience leading small, large, public and private organizations. High energy, c-suite executive with a track record of delivering strong bottom-line performance by distilling strategy into executional plans, building high performing teams that drive growth, enhance profitability, achieve operational excellence and create competitive advantage through innovation.

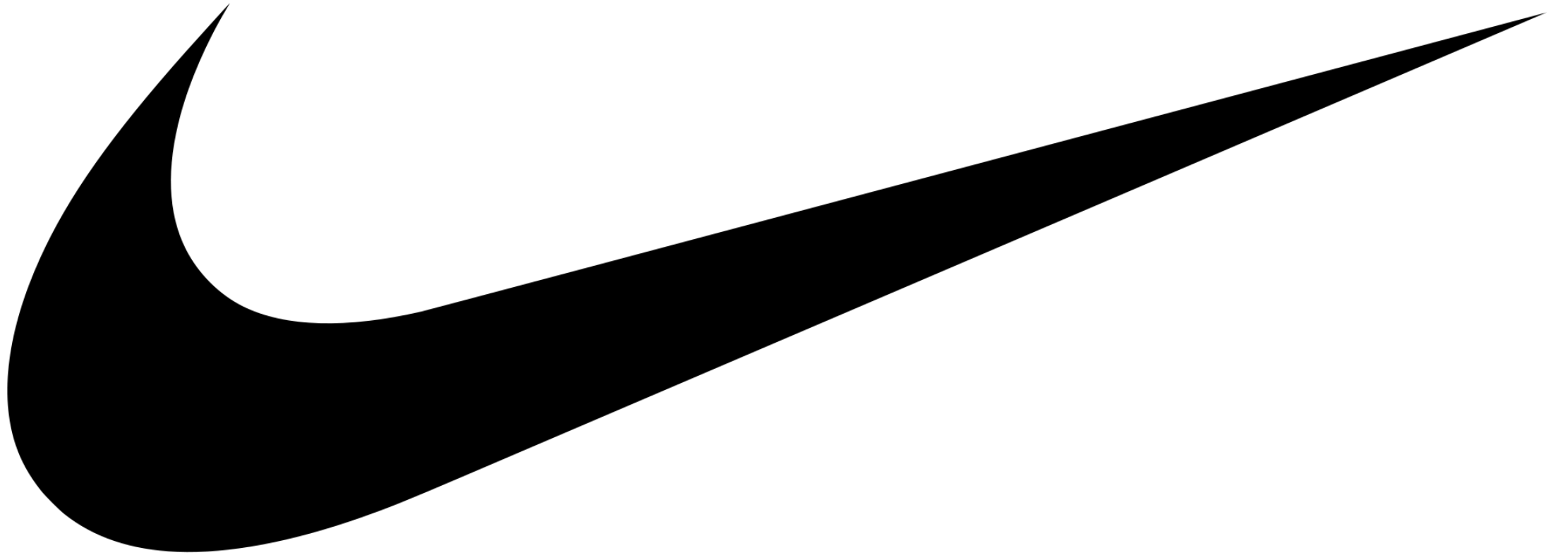
Operating Executive who is an organization builder with hands-on experience in business restructuring, rapid expansions, turnarounds, complex business structures, mergers and acquisitions and portfolio business management. Strategic leader with a diverse background in operations, marketing, finance and sales in both manufacturing and service industries.

Track record for driving results, leading global teams, and positioning companies for high growth, to raise capital or for a strategic transaction. International scope includes operations in Asia, Europe and North America. C-suite executive and strategic business partner working closely with Chief Executive Officers and other senior executives to operate all aspects of fast-paced entrepreneurial businesses and global, high growth environments.





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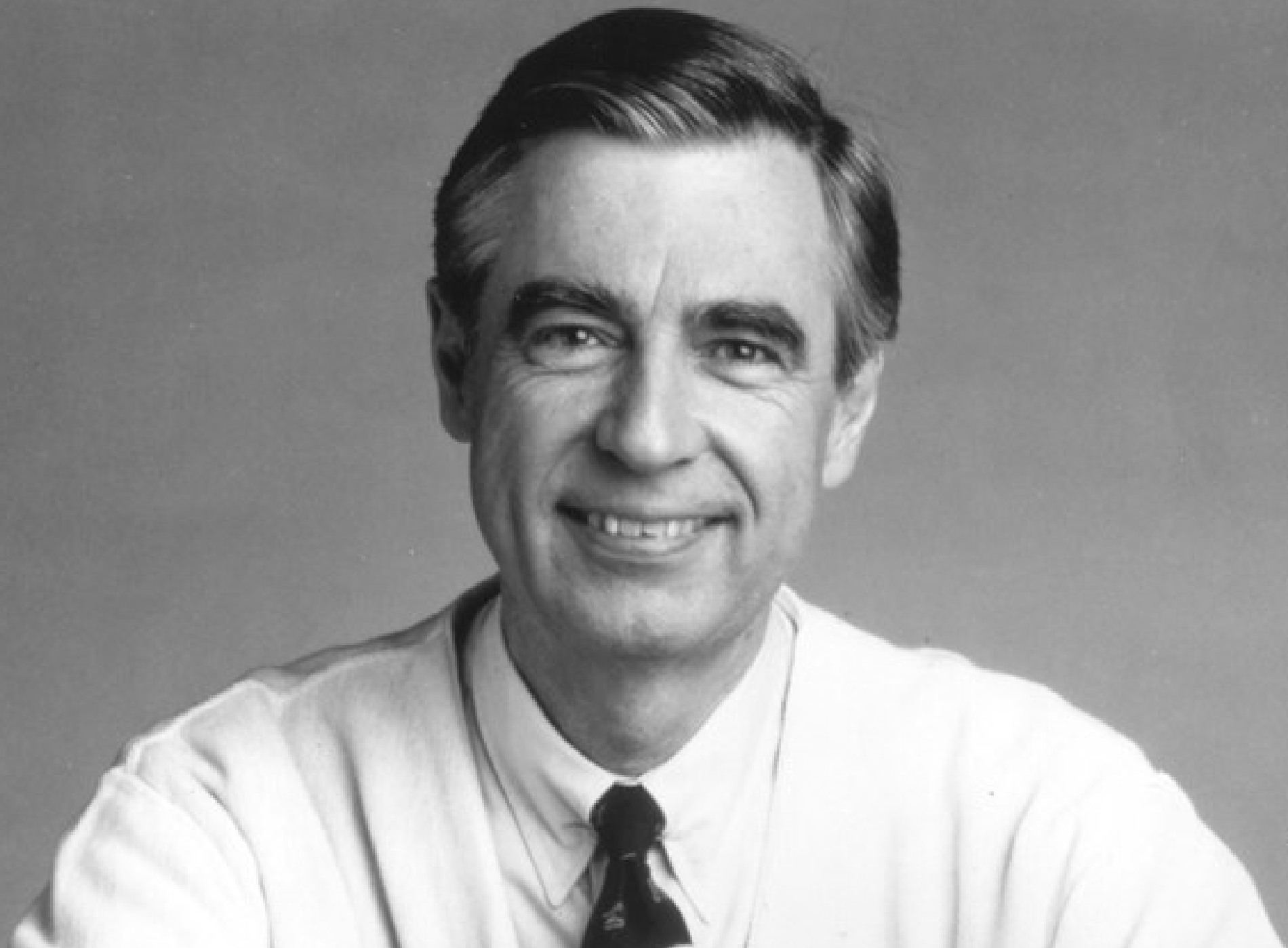


HYATT®









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**I HELP PEOPLE [YOUR UNIQUE GIFT]
SO THEY CAN [THEIR DESIRED RESULT].**

MONACO

I help people bring audacious ideas to life so they can pioneer a better future for their customers.

MONACO

@letsgomonaco

I help people build impeccable technology architecture so they can do what they do best: focus on growing the business.

JOIN FEARLESS BRANDS



greg@letsgomonaco.com



THE TIME IS NOW

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from The Conference Board
Marketing & Communications Center

The Time is Now Part 4: Welcome to The Evolution! Exploring the "Cultural Closets" of Black & Hispanic Gen Zs

Join us on **February 11 at 3pm ET** as **Chiqui Cartagena**, our Chief Marketing Officer & Marketing & Communications Center Leader, sits down with **Nancy Tellet** from PureClarity LLC and **Linda Lane González**, Founder & President of Viva, to discuss how to build powerful, magnetic brands that attract both customers and talent.

Learn more or register at:

[conference-board.org/webcasts/the-time-is-now](https://www.conference-board.org/webcasts/the-time-is-now)



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