



Professional Certified Marketer through the American Marketing Association

## STRATEGIST • SPEAKER • AUTHOR

Jaci Russo, P.C.M., is the CEO and co-founder of brandRUSSO – a strategic branding agency that represents a global portfolio of B2B clients. Jaci is a published author, entrepreneur, and sought-after speaker with over two decades of marketing experience. She's the architect behind Brand State U, GrowthX Academy, and co-host of the "He Said, She Said, Razor Branding Podcast", and the "She's So Bossy Podcast". Jaci is a civic leader, mentor, mother of 4, and is part of the less than 1% of women-owned and founded agencies in the U.S.

### WHAT I KNOW:

- *Crafting a Startup Blueprint*
- *Understanding Consumer Behavior*
- *Defining Your Ideal Customer Base*
- *Consumer Behavior Analysis for Effective Branding*
- *Target Audience Identification and Engagement*
- *Maximizing ROI (Return on Investment)*
- *Cultivating a Productive Workspace*
- *Harmonizing Entrepreneurship and Parenthood*
- *Collaborative Business Ventures with Your Partner*

### HOW I SHARE:

- *Speaking at Conferences, Workshops, and Seminars*
- *Brand Consultation*
- *Hosts Brand Builder Workshops*
- *Razor Branding™ Blog & Podcast*
- *Co-author of "He Said She Said Branding"*

### SUGGESTED INTRO LANGUAGE

With us today is Jaci Russo, a brand strategist who has been in the advertising industry for over 25 years. She is the co-founder and CEO of brandRUSSO, founder of Brand State U, and co-author of He Said, She Said: Branding.



- Co-founder and CEO of brandRUSSO
- Founder of Brand State U
- Founder of GrowthX Academy
- Cohost of She's so bossy
- Founder of University of Louisiana at Lafayette's ULTRA Program
- 25+ years of experience as a Brand Strategist
- Professional Certified Marketer through the American Marketing Association
- Graduate of Leadership Louisiana & the Goldman Sachs 10,000 Small Business Program
- Brand consultant through the Edward Lowe Foundation
- Inducted into the Acadiana Business HOF
- Mentor for the American Academy of Entrepreneurs, the705, and Opportunity Machine
- Dedicates free time to helping civic organizations and nonprofits
- Proud wife and mother of 4

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