



MARK PATTERSON

Brand Strategist, Product Developer, Level 10
Creative, Author, Speaker



Mark Patterson is the president of The Brand Artist, Inc., an international branding and product development firm. He is also co-author of *Generation BIG, the Rising Tide of Dreams to Action*. Through his passion and creativity, Mark inspires and empowers individuals and businesses to reinvent themselves to master the challenges of 21st century life. He is a 'Level 10 Creative' who works in Hollywood and Nashville,

and on Wall Street and Main Street helping people discover, package and market their Unique Creativity and make a difference in the world.

Mark is a fine artist and an award winning graphic designer with more than 30 years experience as an ad agency owner and creative consultant — building brands, launching products and creating intellectual property. His list of clients includes Fortune 500 companies, nonprofit organizations and hundreds of entrepreneurs. He is on a mission to build a global community of inspired innovators — Brand Artists.

It's not enough to simply be good at what you do. In today's hyper-competitive world you have to stand out and deliver your value to the world as a total experience. You must own your brand and deliver your products and services as art. You must become a Brand Artist and Make Your Life a Work of Art.™

WHAT OTHERS ARE SAYING

"Working with Mark helped me fix my practice from something that was nothing more than a collection of clients into a thriving, successful, branded business that captured the essence of who I am and what I do for my clients."

"The Brand Artist Journey is the best business investment I ever made."

"Mark did for me in one day, what I had been trying to do by myself for the last 13 confusing years!"

"Mark has this 'other worldly' ability to get to the core of your work, your heart and your dreams. "

"Mark helped me reinvent my business and my life. Now I know who I am, what I do, and where I'm going. I have a clear vision for my life journey."

"The great thing about becoming a Brand Artist is the clarity and focus you get. It eliminates the fear and confusion and replaces it with confidence and a new can-do mindset."

“This is an exciting and challenging time. It is the New Creative Reality. Never before has there been so great a need for passionate, inspired creativity.”

~ Mark Patterson

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The New Creative Reality

Succeeding in today's world is no easy task when continuous, disruptive change is the new normal. There is a New Creative Reality that has changed the game for everyone. Innovation is mandatory. Reinvention is ongoing. Passion and purpose are essential. The secret to success today is the fusion of powerful brand vision and value delivered as art. Everyone must view themselves as a brand and live and work as an artist. This is an exciting and challenging time. It is the New Creative Reality. Never before has there been so great a need for passionate, inspired creativity.

Keynote Topics

Reinvention

The Brand Artist Journey: How to discover, package and market your Unique Creativity to live the life you were meant to live.

Brand Development

The Secret to Sustainable Success: How to deliver tremendous value as an innovative brand and continuously reinvent to wow your perfect customers

Life Purpose

Make Your Life a Work of Art: Transforming your business and your life to live and work out of your Unique Creativity.

PARTIAL CLIENT LIST

- 3M
- Eli Lilly and Company
- Sharp Electronics
- AT&T
- GTE
- DowBrands
- RCA
- Racial Health and Safety
- Thales
- Paul McCartney
- Matt Damon's H2O Africa Foundation
- HopeKids
- Renaissance, Inc.
- Carrier Corporation
- Producers Equity Group
- Habanero Cool
- Uniden
- SMC Pneumatics
- St. Elmo's Steak House
- Barnes and Thornburg, LLP
- TP Orthodontics
- Paul Harris Stores, Inc
- American Pianists Association
- Wheeler Mission Ministries

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