



## ALEX VALDERRAMA

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### EXECUTIVE SUMMARY

Senior brand and growth executive with 30+ years of experience leading brand transformation, market positioning, customer insight, and growth strategy across startups, private companies, and Fortune 500 organizations. As an agency founder and executive advisor, has partnered with CEOs, founders, and leadership teams to clarify brand value, sharpen differentiation, strengthen customer relevance, and support scalable growth. Experience includes executive brand strategy and market positioning work for IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia. Now pursuing a Chief Brand Officer or comparable executive role to bring this cross-industry perspective in-house and drive enterprise-wide brand growth, organizational alignment, and long-term value creation.

Known for leading emotional brand strategies, connecting brand to business strategy, guiding organizations through repositioning and modernization, and building alignment across leadership, marketing, sales, and customer experience. Brings a business-first, human-centered approach to brand leadership with deep strength in executive communication, narrative development, brand architecture, and cross-functional team leadership.

### CORE COMPETENCIES

Brand Strategy & Positioning • Executive Brand Leadership • Emotional Brand Strategy • Market Positioning • Brand Transformation • Rebranding • Brand Architecture • Executive Messaging • Narrative Development • Customer Insight • Growth Strategy • Go-to-Market Strategy • Integrated Marketing • Cross-Functional Leadership • Creative Direction • Sales Enablement • Stakeholder Alignment • Team Development • Brand Governance • Customer Experience Alignment • Merger-Related Brand Integration

### PROFESSIONAL EXPERIENCE

**Founder & President | Brand Strategy, Marketing, & Growth Executive**  
*Cranium Agency | Jan 1989 – Present | Denver, CO*

Founded and led a brand strategy and marketing firm helping organizations strengthen market position, clarify brand narrative, modernize presence, and align brand strategy with business growth. Partnered with startups, growth-stage companies, established regional firms, and enterprise brands to solve challenges involving differentiation, relevance, transformation, and executive alignment.

#### Key contributions:

- Advised founders, CEOs, and senior leadership teams on brand strategy, market positioning, customer insight, brand architecture, naming, messaging, and growth planning
- Led strategic brand transformation initiatives that strengthened organizational clarity, market relevance, and long-term brand equity
- Directed integrated brand and marketing programs spanning identity, narrative, digital experience, content, campaign development, and sales support
- Helped organizations translate complex business offerings into clearer value propositions and stronger market-facing communication
- Guided businesses through startup launches, growth acceleration, enterprise transformation, and merger-related brand integration
- Built trusted executive relationships by combining strategic depth, creative fluency, and practical implementation
- Delivered executive brand strategy and market positioning initiatives for IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia



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### SELECTED EXECUTIVE ACHIEVEMENTS

- Rebranded and repositioned Arcadia Settlements Group, supporting expansion to **160+ professionals across 50 offices throughout North America** while strengthening market leadership and brand recognition.
- Directed the strategic transformation of DenteVita Prosthodontics, **driving increased patient acquisition, stronger market differentiation, and sustained growth over a 15-year client partnership.**
- Rebranded and repositioned Regional West Medical Center, strengthening community presence, **aligning 32 medical specialties across 28+ physician clinics, and supporting physician recruitment across a regional network of nearly 300 providers.**
- Led the renaming and brand transformation of Big Screen into Fathom Entertainment, **helping establish the company as a recognized leader in cinema entertainment with distribution across 2,000+ locations and global presence of 45+ countries.**
- Modernized the market position of a **50+ year-old real estate development firm**, resulting in improved stakeholder engagement, enhanced reputation, and expanded business opportunities.
- Developed the foundational brand platform for SPAVIA, **creating a scalable franchise-ready brand architecture that supported national growth objectives.**
- Delivered executive brand strategy and market positioning initiatives for **Fortune 500 organizations including IBM Watson Health, Microsoft, and Wells Fargo.**
- Founded and led Cranium Agency for more than three decades, **helping organizations navigate startup launches, growth acceleration, enterprise transformation, and merger-related brand integration.**

### EDUCATION, PUBLICATIONS & PROFESSIONAL DEVELOPMENT

- **Bachelor of Fine Arts (BFA), Summa Cum Laude**  
International Academy of Design
- **Associate Degree in Graphics Arts**  
Des Moines Area Community College Design Program
- **International Summer School for Arts**  
Bath, England - Selected for one of 26 seats from thousands of international applicants

As an Executive Brand Leader and Emotional Branding expert, I have spent more than 20 years helping organizations achieve business growth through brand strategy, customer experience, and organizational alignment. Throughout my career, **I have led the transformation of more than 220 brands across diverse industries, authored and published more than 25 thought leadership articles, and earned more than 105 national and international awards recognizing excellence in branding, marketing, advertising, and design.**

I have served as a business leader, educator, speaker, board member, curriculum advisor, and international awards judge. My leadership experience includes serving as President of the Davis Islands Chamber of Commerce, Communications Director for AIGA Tampa Bay, Board Member for the Business Marketing Association and AIGA Denver, and an international judge for the Pittsburg BizMark and AIM Awards. **I remain passionate about advancing the fields of emotional branding, marketing, customer experience, and business growth through leadership, education, and industry engagement.**