



# ALEX VALDERRAMA

**Chief Brand Officer / Brand & Growth Executive**

**Brand Transformation | Market Positioning | Customer Relevance | Enterprise Growth**

alex@cranium.biz | 303-475-1985

LinkedIn: [linkedin.com/in/alexvalderrama](https://www.linkedin.com/in/alexvalderrama) | Website: [valderrama.me](http://valderrama.me)

## EXECUTIVE SUMMARY

Brand and growth executive with 30+ years of experience leading brand transformation, market positioning, customer insight, and growth strategy for organizations ranging from startups to Fortune 500 enterprises. Founder of Cranium Agency and trusted advisor to CEOs, founders, and executive teams, with a record of building differentiated brand platforms that strengthen market relevance, customer trust, and enterprise value.

Known for converting complex business strategy into clear brand architecture, emotionally resonant narratives, and scalable growth platforms. Brings cross-industry perspective, executive-level advisory experience, and deep expertise, emotional branding strategies, aligning brand, marketing, sales, customer experience, and stakeholder communication around a unified market direction.

## SELECTED IMPACT

- Led brand transformation, repositioning, and growth strategy work for **220+ organizations** across startups, growth-stage companies, private firms, regional leaders, and Fortune 500 enterprises.
- Rebranded and repositioned organizations with scale ranging from **50-office North American networks** to entertainment platforms distributed across **2,000+ locations and 45+ countries**.
- Advised CEOs, founders, and senior leadership teams on brand strategy, market positioning, customer insight, brand architecture, executive messaging, naming, and growth alignment.
- Delivered executive brand strategy and positioning initiatives for organizations including **IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia**.
- Built brand platforms supporting healthcare systems, financial services organizations, franchise concepts, professional services firms, real estate development companies, entertainment brands, and technology-enabled businesses.
- Authored "**Make My Brand Bigger**" book and **25+ thought leadership articles** on branding, marketing, customer experience, and business growth.
- Earned **105+ national and international awards** in branding, marketing, advertising, design, and communications.

## CORE LEADERSHIP CAPABILITIES

- **Brand Transformation & Enterprise Positioning:** Brand Strategy, Market Positioning, Rebranding, Brand Architecture, Brand Governance, Naming, Brand Portfolio Strategy
- **Growth & Go-to-Market Strategy:** Growth Strategy, Go-to-Market Planning, Customer Insight, Sales Enablement, Market Differentiation, Demand Alignment
- **Executive Messaging & Narrative Strategy:** Executive Messaging, Brand Narrative, Value Proposition Development, Thought Leadership, Stakeholder Communication
- **Customer Relevance & Experience Alignment:** Emotional Brand Strategy, Customer Experience Alignment, Human-Centered Brand Strategy, Customer Journey Insight
- **Organizational Leadership & Alignment:** CEO Advisory, Cross-Functional Leadership, Stakeholder Alignment, Team Development, Creative Direction, M&A Brand Integration



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### PROFESSIONAL EXPERIENCE

#### **Cranium Agency**

*Founder & President / Executive Brand Advisor*

Jan 1989 – Present

Founded and led a brand strategy and growth advisory firm serving CEOs, founders, executive teams, and leadership groups through brand transformation, market repositioning, customer insight, and growth-stage modernization. Built the firm around the belief that brand is not simply identity or communication, but a strategic business asset that shapes relevance, differentiation, customer trust, and long-term enterprise value.

Advised organizations across startup launches, growth acceleration, enterprise transformation, rebranding, franchise development, market expansion, and merger-related brand integration. Partnered with clients ranging from emerging businesses and privately held companies to regional market leaders and Fortune 500 organizations.

### EXECUTIVE BRAND LEADERSHIP & TRANSFORMATION

- Led strategic brand transformation initiatives that clarified enterprise value propositions, improved market relevance, and created stronger platforms for growth, recruitment, customer engagement, and stakeholder confidence.
- Advised CEOs, founders, and senior leadership teams on brand strategy, positioning, customer insight, brand architecture, naming, messaging, and growth planning to sharpen differentiation and align market presence with business priorities.
- Translated complex business offerings into clear value propositions, executive narratives, and market-facing messaging that strengthened sales and customer communication.
- Directed integrated brand and marketing programs across identity, narrative, digital experience, content, campaign development, and sales enablement, ensuring consistent execution from executive strategy through market activation.
- Led brand strategy across startup launches, growth acceleration, enterprise transformation, and merger-related integration, aligning leadership teams around unified market direction.
- Built long-term executive advisory relationships by connecting strategic depth, creative fluency, customer insight, and implementation discipline.
- Delivered executive brand strategy and market positioning initiatives for enterprise and category-leading organizations including IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia.
- Applied emotional brand strategy to help organizations strengthen customer relevance, clarify decision drivers, and build stronger emotional and practical connections with target audiences.
- Developed brand platforms, messaging systems, identity frameworks, and go-to-market narratives that helped organizations modernize presence, increase credibility, and compete more effectively.
- Supported leadership teams through complex brand decisions involving organizational change, new market entry, customer experience alignment, and category repositioning.



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### SELECTED BRAND TRANSFORMATION ENGAGEMENTS

**Fathom Entertainment:** Led the renaming and brand transformation of Big Screen into Fathom Entertainment, establishing a scalable category platform for a cinema entertainment leader distributed across **2,000+ locations** and **45+ countries**.

**Regional West Medical Center:** Rebranded and repositioned a regional healthcare system, unifying **32 specialties** across **28+ physician clinics** and supporting recruitment across nearly 300 providers.

**Arcadia Settlements Group:** Rebranded and repositioned the organization, supporting expansion to **160+ professionals** across **50 offices** in North America.

**SPAVIA:** Developed a franchise-ready brand platform, architecture, messaging system, and experience principles to support national growth.

**DenteVita Prosthodontics:** Directed a **15-year brand transformation** partnership, strengthening differentiation, patient acquisition, and sustained growth.

**Enterprise Clients:** Delivered executive brand strategy and market positioning initiatives for organizations including **IBM Watson Health, Microsoft, Wells Fargo, Fathom Events, and National CineMedia**.

### EDUCATION

**Bachelor of Fine Arts, Summa Cum Laude**

International Academy of Design

**Associate Degree, Graphic Arts**

Des Moines Area Community College Design Program

**International Summer School for Arts | Bath, England**

Selected as **one of 26** participants from thousands of international applicants.

### INDUSTRY SERVICE & PROFESSIONAL DEVELOPMENT

**Educator / Curriculum Advisor:** Metropolitan State University, Denver, CO

**President:** Davis Islands Chamber of Commerce

**Communications Director:** AIGA Tampa Bay

**Board Member:** Business Marketing Association

**Board Member:** AIGA Denver

**International Awards Judge:** Pittsburg BizMark and AIM Awards

**Speaker:** Branding, marketing, design, and business communications