

# **Bryan Ferre**

**Chief Marketing Officer, Director at Bryan Ferre Creative**

Orange County, California Area, CA, US

Chief Marketing Officer, Director

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## **Biography**

Bryan is chief marketing officer for Elevate, Inc. (OTCBB:HGLB) In this role, he is responsible for the design and execution of the company's global marketing programs, including branding, corporate communications, marketing communications, product marketing, web marketing, sales training and development, sales support, demand generation, and analyst relations. Bryan currently serves as a member of the Board of Directors. Bryan joined Elevate from Zipadi Technologies where he served as Chief Executive Officer and worked closely with the executive leadership team in shaping the strategic direction of the company's growth. With a focus on supporting sales, Mr. Ferre was responsible for raising the visibility of Zipadi. Bryan was responsible for product strategy; articulating the value proposition of the company and its solutions; and devising and executing new company initiatives. Mr. Ferre is a widely recognized expert on consumer marketing in the digital services and automation industry. Prior to founding Zipadi, He served as chief marketing officer at Firstline Security, where he was responsible for the company's nationwide marketing and sales initiatives. During his tenure, he helped Firstline become the nation's fifth largest provider of residential monitored security services and an Inc. 500 company. As CMO at Firstline, he defined the company's direct sales methodologies, drove corporate branding initiatives, and reengineered the company's business model.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## **Industry Expertise**

Social Media, Design, Advertising/Marketing

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## **Areas of Expertise**

Brand Management, Social Marketing, Customer Engagement

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## **Sample Talks**

### **Charm**

Charm is an exploration into the lost art of caring. It is an entertaining exposé of the top 10 mistakes companies and specifically sales people make when meeting with customers. During this hilarious journey Bryan will take you through the life of a "customer" and show you how to develop Charm in place of "customer centric" business. Bryan has developed an easy and fun approach to developing deeper customer relationships. This approach will inspire, motivate and get sales people focused.

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## **Education**

### **Collins College**

Associates Graphic Design + Communications

### **AI Collins School of Design**

Associates of Arts Graphic Design, industrial Design, Photography, Commercial Art

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