

Gerald O'Brion

Founder at What Big Brands Know

Denver, CO, US

As a marketing speaker and author, I translate the strategies used by billion dollar brands into techniques that businesses of all sizes can

Biography

After years as an executive with billion dollar brands, Gerry O'Brion now uses big company strategies to grow businesses of all sizes, regardless of their budget. Gerry teaches a simple process that helps organizations attract their ideal customers. Gerry began his career in marketing at Procter & Gamble and then was an executive for Coors Light, Quiznos, and Red Robin.

Availability

Author Appearance

Industry Expertise

Business Services, Restaurant/Food Service, Advertising/Marketing

Areas of Expertise

Marketing, Branding, Business Strategy

Affiliations

National Speaker's Association

Sample Talks

What Big Brands Know

Grow your business like the big guys, using the same strategies they use. Big brands do a few things well and do them consistently over time. Gerry O'Brion has worked on several billion dollar brands, and has translated that experience into strategies any business can use. His presentation will help you develop an action plan to make your business stronger now and over the long term. Gerry will have you look at your business with a fresh perspective. You will reexamine how you are different from your competitors, and why that matters to your customers. The fun, thought-provoking dialogue will generate real ideas you can use immediately. The presentation is packed with information, strategies and case studies about companies that are doing it right.

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