



Jennifer Holland

Certified Brand Strategist | Vistage Speaker

As AI makes it easier for companies to sound alike, brand clarity becomes business infrastructure: the foundation that protects distinction and keeps value from being reduced to price.

Jennifer Holland helps leaders see brand as a strategic foundation for growth, alignment and long-term value.

A Certified Brand Strategist, speaker, author and entrepreneur, Jennifer has spent more than two decades helping CEOs, leadership teams and organizations clarify what makes them distinct, align internal understanding and strengthen how their brand is experienced in the market.

She is co-creator of a business, brand and people strategy model published in the *Journal of Brand Strategy*. Her presentations help audiences move beyond logos, taglines and campaigns to understand brand as business infrastructure that influences positioning, culture, customer trust and growth.

Book Jennifer for a keynote, breakout, workshop or leadership session that helps your audience see brand differently and apply that insight with greater clarity.

FOR CEO AND EXECUTIVE PEER GROUPS

Best for CEOs who are growing, repositioning, preparing for transition or struggling with inconsistent market perception.

Jennifer's sessions help leaders examine brand as business infrastructure, shaping decisions that influence growth, valuation, employee alignment, customer trust and competitive strength.

Affiliations & Credentials

National Speakers Association
Vistage Speaker

Book Jennifer for strategic, practical sessions that help CEOs see brand as business infrastructure.

Keynotes • Breakouts
Workshops • Training

“My team, a group with high expectations, consistently ranked Jennifer’s presentation and brand strategy retreat as one of the best ever. I have recommended Jennifer to several other organizations on whose boards I serve, and any work she has provided has been extremely well received.

Jennifer knows branding and can help any business or group make sure their strategies are aligned.”

Janice Donaldson
Retired Director, FSBDC at the
University of North Florida

Selected Speaking Engagements



Speaking Topics for CEO Peer Groups

The Business of Brand

How clarity, positioning and alignment support stronger growth

Brand is business infrastructure: the strategic foundation that shapes how an organization is perceived, why it is chosen and how consistently it is delivered.

This presentation helps leaders see how business, brand and people strategy work together to support stronger growth.

Best for: CEOs who want stronger positioning, clearer differentiation and better alignment across the business.

- Clarify distinction
- Strengthen market position
- Align the business behind the brand

ForeBranding: What Should Happen Before Marketing Begins

Why upstream clarity leads to stronger brand decisions

Too many organizations rush to messaging, visuals and promotion before they have clarified what the business should stand for and be known for.

This presentation helps leaders do the upstream work that creates stronger brand foundations, sharper decisions and more effective marketing.

Best for: Leaders preparing for growth, repositioning, new marketing investment or a more consistent market presence.

- Clarify what makes the organization distinct
- Align strategy before market expression
- Build a stronger foundation for growth

WHICH TOPIC IS RIGHT FOR YOUR GROUP?

Email kim@HollandHelix.com to schedule a call with Jennifer.



Hidden Cost of Getting Brand Wrong

How misalignment erodes value, trust and growth

When brand is unclear or inconsistently delivered, the consequences go far beyond appearance. They show up in missed opportunities, blurred positioning, weaker trust and stalled growth.

This presentation helps leaders identify where misalignment is costing the organization more than they realize.

Best for: CEOs who suspect the business has outgrown its message, market position or internal alignment.

- Expose hidden brand costs
- Recognize gaps between promise and delivery
- Strengthen alignment across the business

What Customers Experience Is Your Brand

How consistency builds trust before, during and after the sale

Trust is shaped not only by what an organization says but by what customers experience at every point of contact.

This presentation helps leaders identify where inconsistency is breaking down the brand experience and weakening trust.

Best for: Organizations that rely on referrals, reputation, premium pricing or long-term customer relationships.

- Recognize hidden perception gaps
- Improve consistency across touchpoints
- Build stronger customer trust

