

PHILIP VANDUSEN

BIO

Philip VanDusen, is the CEO of Verhaal Brand Design a brand strategy, design and marketing agency based in New Jersey, USA.

With over 20 years of experience in strategic branding and graphic design, Philip has worked for some of the world's most successful global companies and branding agencies. He brings to his clients, followers and audiences a truly unique blend of expertise gained from leading brand-building initiatives from both the client-side and agency-side perspectives.

As a recognized thought leader in marketing, design and entrepreneurship, Philip shares his expertise with his 200k subscribers on YouTube and in the top branding industry newsletter, brand•muse. He's also the creator of the Brand Design Masters Podcast, leads the Brand Design Masters Guild, a series of exclusive mastermind groups and hosts the Brand Design Masters group on Facebook.

In his career, Philip has served as a VP of Design for both PepsiCo and Old Navy and as Executive Creative Director at the iconic branding firm Landor Associates. His past clients include everything from aspiring solopreneurs and SMBs to the Fortune 100 including; P&G, Kraft Foods, Coca-Cola, Merck, PetSmart, Safeway, Chevron, Levi's Strauss & Co., Microsoft, Campbell's and Johnson & Johnson among dozens of others.

INTERVIEW TOPICS

- Brand Development and Strategy – creating bullet-proof brands
- Personal Branding Building – what it is, how to do it
- Creative Professional Careers– best practices and methods today
- Brand Building for Entrepreneurs – what's important
- Marketing and Business Development – value of content marketing
- Career Transitions and Personal Growth – self-determination

SAMPLE QUESTIONS

- How do you build a bullet-proof brand in today's business environment?
- What role does design play in brand building?
- What is the most effective form of marketing today – and why?
- Why is it a great time to be a creative professional?
- Why does a business need to value and invest in brand strategy
- How is the marketing landscape changing and how do you win?