



Be the Brand, Own the Brand - Abe Romero

Your company has a name, a logo, a website, and maybe even an entire marketing department dedicated to building your brand. But are you hitting the target? Abe Romero, the VP of Marketing for Service Nation, Inc., will be discussing the power of your company's brand and how it connects with your customers as well as your employees. He will talk about ways to help you manage your brand to ensure consistency, relevance, and meaningful differences to increase the value of your brand.

Abe will conclude his presentation by showing you how Service Nation is already helping you grow your business.