

Maria Ross

IRRESISTIBLE STORIES, IRRESISTIBLE BRANDS

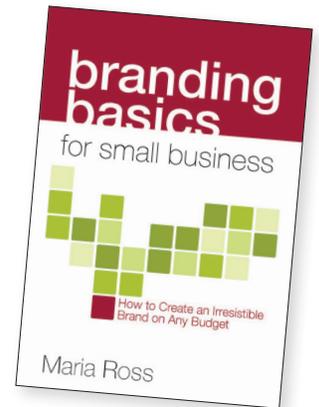


Get ready to ignite your brand and delight your mind! Consultant, author and speaker Maria Ross delivers dynamic content to organizations that want their next conference, event or training to be irresistible.

Maria's spirited presentations will reboot and reframe your business, brand and life.

As a brand strategist, author and creator of Red Slice, a branding consultancy and blog, Maria delights women, small businesses, entrepreneurs and corporate teams with practical brand-boosting advice –served with humor, spunk and an inspirational chaser.

Just as comfortable with an intimate group as she is on stage in front of thousands, Maria customizes her content to fit your audience's needs. Keynote, webcast or workshop, she leaves attendees engaged and inspired to action.



Maria Ross makes it clear that branding isn't just for big companies, rich companies, or consumer companies. It's for your company. In a single readable volume, she shows you how to separate yourself from the pack and win." —Marty Neumeier, best-selling author of *The Brand Gap* and *Zag*

"Ross concisely describes how to mold a meaningful brand, why companies need one, and how a brand should be applied...This book is a roadmap leading small businesses and entrepreneurs in the right direction." — Adam Sutton, *MarketingSherpa.com*

RAVES for Maria

"Maria Ross was not only a true professional both on stage and leading up to the event, but a very down to earth person who makes you feel like you've known her forever- even when you've just met. **You can't beat it when someone is easy to work with and also gets rave reviews when up on stage!**" —Gabriella Buono, *Director of Small Business Events & Programs, Greater Seattle Chamber of Commerce*

"Maria Ross provided a patient testimonial in front of 500 UW Medicine leaders at a recent Leadership Institute training. She was poised, articulate, and made her experience come to life in a most impressive way. **She received rave reviews and was considered the corner stone of this important 2-day session.**" — Grace Parker, RN, MN, *Speaker Liaison for Leadership Institute Conference, University of Washington Medical Center*

"Maria is an excellent presenter. **She is focused, organized and very relevant.** The diverse audience – some new businesses, many established – responded that Maria was one of the best presenters ever featured by our organization. She delivered a tremendous amount of information, yet kept it easy to follow, and provided manageable action steps to take our brands and businesses to the next level."

— Cheri Johnson, *Program Direction, The Alliance of Women-Owned Businesses*

"Maria puts on a **lively and informative workshop that leaves the attendees with more than just tips but action items that can be implemented immediately.** She was a joy to work with and I recommend her highly."

— Sarah Schosboek, *Director of Circulation, Puget Sound Business Journal*



www.red-slice.com

“Packed with info and lovely style.”

—Attendee

About Maria Ross

Storytelling is an art, but Maria Ross has it down to a science. A consultant, writer and speaker, she is chief brand strategist and creator of Red Slice, a digital elixir of stories and strategies to boost your business, your brand and your brain. She revels in helping solo entrepreneurs, start-ups and leading-edge small to mid-sized companies translate captivating stories into irresistible brands. Clients include CRAVE, Mudbay, Talent Technology and many solo business owners all over the world. Throughout her career, she’s worked with leading B2B and B2C brands such as Discovery Networks, Accenture, Monster.com, Microsoft and Business Object, an SAP company.



Proving that cash flow and creativity are not mutually exclusive, Maria is the author of two books: *Branding Basics for Small Business: How to Create an Irresistible Brand on Any Budget*, which received raves from best-selling authors and business owners and the just released humorous and heartfelt memoir *Rebooting My Brain*. A dynamic speaker, she is highly sought-after to present business and inspirational keynotes and has appeared on MSNBC, NPR and in *Entrepreneur*, *The LA Times*, *Seattle Business* and *Columbus CEO*.

Maria lives with her husband and their quirky Black Lab mix in the San Francisco Bay Area.

Past speaking engagements include:

- The New York Times Small Business Summit
- Seattle Chamber of Commerce
- University of Washington Medical Center/UW Medicine
- Small Business Administration
- Puget Sound Business Journal
- CRAVE
- Ladies Who Launch
- Savor the Success
- Wedding Network USA
- Seattle University
- Women Business Owners, Seattle, Washington
- Direct Marketing Association of Northern California

branding

marketing

strategy

vision

messaging

entrepreneurship

inspiration

Snappy and sassy business content (sample topics)

Branding Basics: How to Create an Irresistible Brand

Crafting a Killer Elevator Pitch

The Seven Deadly Sins of Branding: How to Avoid Eternal Stagnation

Creating Messaging that Moves People

You, Inc: The Art + Science of Personal Branding

Culture Club: How to Live the Brand Inside and Out

Reboot + Reframe: How a Freak Brain Aneurysm Flipped my Entrepreneurial Switch