

# Iconoclast

## SOLUTIONS

Think Different.  
Be Authentic.  
Get Results.

## Market Entry and Branding

Iconoclast Solutions helps CEOs grow their business and communities grow their economy through market entry strategies and effective branding that drive results.

### About Lynette



#### STRATEGY | BRANDING | LEADERSHIP

An iconoclast is a person who challenges generally accepted beliefs and institutions. I am someone who is always questioning and challenging the status quo, believing there is always a better way of doing something if we are willing to be open, foster creativity and encourage innovation.

I am a change agent at my core - born to create, change and connect. I am not daunted by adversity; I find it motivating. I have an innate ability to see the opportunity in every situation.

I have held senior and C-suite roles in regional and provincial investment attraction agencies, as well as in government and the private sector across three provinces. My unique approach comes from a diverse background in marketing, business development, and government relations.

My approach: think different, be authentic, and get results.

Contact Lynette: [lynette@iconoclastsolutions.ca](mailto:lynette@iconoclastsolutions.ca)

For more details  
about my experience,  
connect with me on  
LinkedIn.

# Market Entry

## HOW I CAN HELP

I work with communities and teams to develop realistic business attraction strategies and actionable go-to-market plans, including:

- Target markets
- Target customer/investor profile
- Suitable domestic and international partners
- A unique value proposition
- A compelling brand
- A targeted marketing strategy and appropriate assets
- Building team capacity
- A Go-to-market plan



## MY APPROACH

- Data driven
- Based on experience and what works
- Creative
- Tailored to the community
- Collaborative

I believe in letting the data guide you, but also basing decisions on what makes sense for the unique characteristics of each community.

It simply doesn't make sense for each community to go to New York, London, or Dubai, or to attend the big trade shows and conferences. Yet, that is most often what we see. A lot of money being spent with little to no results.

I have experience building a successful brand and deal pipeline for second tier and mid-sized regions and my success comes from taking an entirely different approach.

I have also built an extensive network that I draw upon because economic development is a team sport. My ecosystem is one of shared integrity, credibility, and purpose.

# Branding

## HOW I CAN HELP

I work with leaders and companies to develop a compelling and credible brand that is authentic, effective and memorable This includes:

- Assessment of current brand
- Identification of unique value proposition
- Development of brand identity and language
- Development of C-suite and team branding capabilities
- Brand strategy and actionable plan focused on measurable results



## MY APPROACH

- Data driven
- Based on experience and what works
- Creative
- Tailored
- Collaborative

## BENEFITS OF MY APPROACH

The quality of your brand is tied to recruitment, business development, and company valuation. I have spent a career building successful brands for CEOs and corporations. I have transformed unknown, damaged, and new brands into credible and well-known entities in various markets.

By approaching branding in a different way - one that is human-centred and authentic - I have helped leaders and companies:

- Recruit and retain great talent.
- Set themselves apart and capture new markets and clients.
- Build a compelling and credible profile with audiences that matter.
- Open up new networks.
- Build a brand that is sustainable.

Contact Lynette: [lynette@iconoclastsolutions.ca](mailto:lynette@iconoclastsolutions.ca)

Case studies & testimonials at: [iconoclastsolutions.ca](http://iconoclastsolutions.ca)

# Iconoclast

SOLUTIONS

Think Different.  
Be Authentic.  
Get Results.



## My Why

I grew up in a small, northern community and in a family that worked hard, paved their own path, and believed that relationships and integrity matter. Those are values that drive me to this day.

Throughout my career, I have always worked for the new entrant, non-incumbent, and the underdog - and I love making them a winner. My approach - underpinned by my values and creativity - is think different, be authentic and get results. I believe you don't get anywhere by being like everyone else.

I also believe that as leaders and humans we have a responsibility to share our knowledge and experience to help others climb higher and go farther than us. That is what Iconoclast Solutions is all about - helping leaders, businesses and communities grow by leveraging the knowledge, experience, and global network I've developed over the past 20 years.

*I would love the opportunity to work with you  
and your team!*

Contact me to chat about what we can build together.

Lynette Tremblay  
lynette@iconoclastsolutions.ca  
780-782-6776