

BRAND LEADERSHIP

LEAD YOUR BRAND TO LEAD YOUR INDUSTRY

KEYNOTE & WORKSHOP



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BRANDING EXPERT • AUTHOR • CONSULTANT

Abstract

What's the best way to help your audience build their businesses?

Ernie Harker shares the fastest and most effective way to build remarkable brands that helps business stand out by drawing on over 30 years experience developing brands like Chuck Norris' C-Force water and re-branding Maverik, a tired old country store into a multi-billion dollar adventure brand.



"Best session on branding in NACS history!"

"This was a college marketing semester in 50 minutes."

"I've attended 296 educational sessions. Best ever by far!"

"Knowledgeable, actually knows retail business, hilarious!"

Learning Objectives

- 1 Discover what to put in your ads to make them more memorable and persuasive.
- 2 Learn how to stand out and get attention in the fastest way possible.
- 3 Find out how your brand can help you spend less on advertising.
- 4 Discover how your brand can create company focus and build culture.



References

Henry Armour, President and CEO of NACS Hank_Armour@convenience.org

Cody Adent, President of Southern Utah Travel and Tourism cody@zionnationalpark.com

More upon request.

About Ernie

“Ernie’s got the midas touch of branding!”

Don’t let his boyish face fool you! His experience as an illustrator, graphic designer, writer, creative director, video editor, producer, and executive over the past 30 years gives him uncommon insight into what it takes to build remarkable brands.

Ernie began his career in 1993 as a storyboard artist for a large ad agency in SLC, UT after studying illustration at Utah State University.

Two years later he founded a creative production studio called Ernburn that built a reputation for illustration, animation, video production, ad design, writing, and brand development for a variety of clients. During that time he produced a season of travel television episodes called *Xtreme Tourist*, an animated story series called *FHE on DVD, Inc.*, an illustrated children’s book called *“They’re Waiting For Me”*, and several other projects.

Ten years later he was hired to lead the marketing and branding efforts of one of his clients, Maverik, a regional retail company as their Executive Director of Marketing which catapulted the company into a \$3 billion brand.

Ernie left Maverik in 2018 to consult, write, *“Your Brand Sucks,”* and teach kids how to draw on his YouTube channel, *Sketch-e*.



Ernie loves to draw, run, wake board, do yoga, hit the gym, mountain bike, watch movies, eat junk food, and spend time with his family and 7 brothers.



“Ernie helped CForce shift the focus of our Brand Spark. Our amazing executives adopted it and sales took off. We love it!”

Gena Norris CEO- CForce

