



## BRANDING YOUR STARTUP

BY BRIDGEMAN CARNEY

WEBINAR - July 28, 2016, 11am -12pm PCT  
Register [at this link](#)

Bridge Carney will explain *branding* as the positioning of your public image and how it affects the presence of your company to align and attract prospective clients, partners, or investors to your startup company.

The mindset and process of *branding* is a core element to the overall go-to-market strategy and is as important as the idea, its development, the financials, and the business operations. We will explore the power of your messaging and images on operations and funding efforts.

**Bridgeman Carney (Bridge)** began his career on the technical side in very first days digital computers, then later moved into the marketing side and completing his personal 'tri-fecta' as a top salesperson with assignments in large and small technology companies. Mr. Carney's roles range from 'in-the-trenches' to executive management in all phases of his career. He is today an expert in Marketing aspects of a business and works extensively with early stage companies. Carney's work establishes a Management team's values in the mind set and process of Marketing needed to construct business's core values, go-to-market strategies.