



ben bauer

MARKETER

DESIGNER

INNOVATOR

DEVELOPER

LEADER

# PERCEPTION.

Ben's engaging, hands-on breakout at the 2018 Centergy Talent Summit will get to the core of why brands work.

You'll learn that branding goes beyond logos, storyboards, fonts, and fun colors. It's crucial to develop and define a brand message that speaks to who you are and why people should care.

At the end of the session, you'll be empowered with actionable takeaways to craft your brand message into something you and your team can live by and attract people to.

Ben Bauer is a graphic designer and passionate brand champion with a service-driven entrepreneurial spirit and work-ethic. He lives and breathes branding and culture as the Vice President of Awesomeness (Marketing) at Simplicity Credit Union. Ben believes that no industry has to be boring and through branding, culture, atmosphere and the right attitude, anyone can prove it.