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January 28th 2015: Branding Con Gusto (With Pleasure)

Welcome to the world of branding according to Kathy Bass. At the top of the hour, you'll find out what it takes launch and grow the seeds of your awesome idea into a dynamic brand and viable business. You'll discover how the branding elements fit together to form an engaging customer experience to augment your bottom line. Then, you will gain enlightenment about what the entrepreneurial journey is like and how to buckle up and move forward to gain brand momentum. Be ready to find out how to successfully keep focus and clarity to leverage your brand success and easily make decisions a

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Featured Guest



Marcela Daley

Marcela Daley is a dynamic, bilingual, goal oriented entrepreneur focused on results and Founder of Con Gusto Specialty Coffee. She is a former Industrial Engineer with a Masters in Supply Chain Management and over 15 years of experience in Cosmetics, Plastic and Paper product industries.

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