

## JAI STONE

### Chief Brand-ologist/ CEO



Jai Stone's passion is BRANDING - helping individuals and organizations discover and communicate their unique identity.

After obtaining a degree in Theater from the University System of Georgia, Stone plunged into the workforce and moved from Customer Service Representative to Chief Marketing Officer in only 9 years.

In 1998 Stone joined the most recognizable brand in the world, The Coca-Cola Company, it was here where she was introduced to the key principals of branding for the first time. While at 'Coke' she dabbled as a freelance graphic designer and began to intricately study the science of branding. In 1999 Stone took her freelance design to full time employment helped two other notable brands - The Atlanta Coca-Cola Bottling Company and Delta Air Lines - develop lasting customer relationships.

In 2001, Jai ignited The Brand Coach, a strategic brand development firm based in Atlanta, GA. As the Chief Brand-ologist and CEO, she leads the creation of corporate & celebrity brand strategies and delivers programs to clients such as Turner Broadcasting System, Inc. and acclaimed NASCAR driver Chase Austin, among others.

In 2005 Stone became the first Certified Personal Brand Strategist (CPBS) in Georgia. The 'Brand New, Brand You!' System gives clients the tools to transform their individual style into a viable brand. In 2007, Stone's coveted program earned her a spot on the Manchester Who's Who Registry and a nomination for the coveted L.A.C.E. Award from the Georgia Women's Business Council.

In 2008 Stone gained yet another accolade when the Atlanta Business League named her as a finalist for the Creative Style Award. The League noted Stone for her efforts in bringing minority participation to NASCAR. Most recently The Brand Coach was dubbed '2010 Best of Atlanta' among marketing firms by the Atlanta Tribune Magazine.

Jai Stone is available for workshops, seminars and speaking engagements. Book your event today!

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