



Lorraine Carter Transform Your Brand & Increase Your Sales

Upskill Your People & Increase Your Success
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Lorraine Carter is a multi-award winning expert in brand building to drive commercial growth and high performance. With 20 plus years experience she enables businesses globally to transform their brands and increase their sales, without big marketing teams, so they become the preferred, premium-priced choice.

Blending skills as a professional speaker, practitioner, fractional executive, educator, trainer and leadership facilitator Lorraine's experience spans multiple sectors B2B and B2C. She created the Persona Brand Leadership Framework™, used worldwide and featured by The Economist Group platform. Lorraine blends practical systems with engaging delivery to enable leaders and their teams to build highly visible, credible, trusted brands that win market share and grow profits consistently.



"Thank you, Lorraine! The passion you put into every detail at the Straumann Group EMEA DSO Leadership Summit truly stood out and brought the conversation around branding to life in such an authentic way. It was a pleasure having you with us!" Marina Chitu, DSO Key Accounts, Straumann

SIGNATURE KEYNOTES, EXECUTIVE SESSIONS & TEAM TRAINING (sample)

Brand-Led Leadership: Securing Your Competitive Edge, Increasing Sales

- Brand as a strategic imperative (not just marketing) to drive sales
- Embedding brand principles into culture and decisions to ensure growth
- Future-proofing, building resilience, adaptability and differentiation

Escape the Price Wars: Build the Category-Defining Brand Customers Pay More For

- Differentiate beyond price
- Identify/create categories 'of one'
- Communicate superiority effectively, justifying premium, increase sales

Humanizing AI: Craft Authentic Brand Experiences that Increase Revenue

- Balance AI efficiency with authentic human connection
- Using AI for insight and personalisation
- Maintaining brand voice and ethics

Customer/Patient Brand Psychology: Insights to Action That Drives Growth

- Identifying customer insights and trust signals that inform brand strategy
- Trust, empathy and communications that underpin scalable success
- Driving growth and increased sales through enhanced customer loyalty

Your Personal Brand: Why It's Essential

- Identify, define and articulate your leadership brand
- Align with corporate brand to underpin commercial success
- Enhance visibility, mitigate risk, drive impact, increase growth

See other keynote topics/themes, training programmes & typical outcomes online

FORMATS & DELIVERY in-person, hybrid, blended learning, virtual, globally



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& Presentations
15-90 minutes



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Leadership
Half & Full Day



Workshops
& Seminars
1-4 hours/full day



Training
Programmes
2-12 months

Want to have a conversation with Lorraine?

Ring +353 1 8322724 or email brand@personadesign.ie to schedule a chat

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“Thank you for an excellent presentation at the AMCIS Conference. It is never easy being the last speaker of an event but **your presentation was spot on with content and energy throughout.**”

Tory Gillingham, CEO, AMCIS

“Lorraine Carter has been the catalyst and an inspiration for MGI Learning to clearly define our brand. Working with Lorraine has been both enlightening and enjoyable. Her blueprint for defining a brand is extremely comprehensive and challenged us to think very deeply about what we offer to our customers and really understand what underpins our success. Lorraine is extremely knowledgeable, very focused and supportive and leads you through the process and ensured **we got maximum benefits from the investment we made.**”

Shona Scott Cooper, CEO, MGI Learning UK

“I really appreciate Lorraine’s energy and passion. Although good branding includes so many facets, **Lorraine is able to simplify the process and make it so much more tangible for any company to put into practice.**”

Lisa Kettman-Kervinen, Marketing Communications Specialist, The Switch

“**Loved the practical advice and frameworks you shared with the audience**”

Dr. Shruti Singla, Consulting & Business Development, Straumann Group