



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)

The Talent Trifecta: Aligning Corporate, Employer & Personal Brands to Win Talent

- Align the three brand layers to strengthen your EVP
- Boost employee engagement and advocacy
- Improve attraction, retention and referral to win in competitive talent markets

Your Personal Brand: Aligning Personal to Corporate Brand to Drive Growth

- Identify, define and articulate your personal/leadership brand
- Align your personal brand with your corporate brand to underpin success
- Enhance trust, visibility, increase talent opportunity, retention and impact

Humanizing AI: Craft Authentic Brand Experiences that Increase Success

- Balance AI efficiency with authentic human connection
- Using AI for insight, engagement systems and personalisation
- Maintaining brand voice, ethics and empathy in transformation

Communications Strategies That Work to Drive Growth

- Internal/external communication strategies to attract, engage, convert, retain
- Crafting compelling narratives that resonate with diverse stakeholders
- Driving growth through enhanced connection, clarity and consistency

Brand-Led Culture Change to Drive Growth

- Embedding values into organisational culture
- Creating scalable alignment across leadership and teams
- Driving attraction, engagement, conversion and retention through purpose

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

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



Keynotes, Talks
& Presentations
15-90 minutes



Facilitated
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