

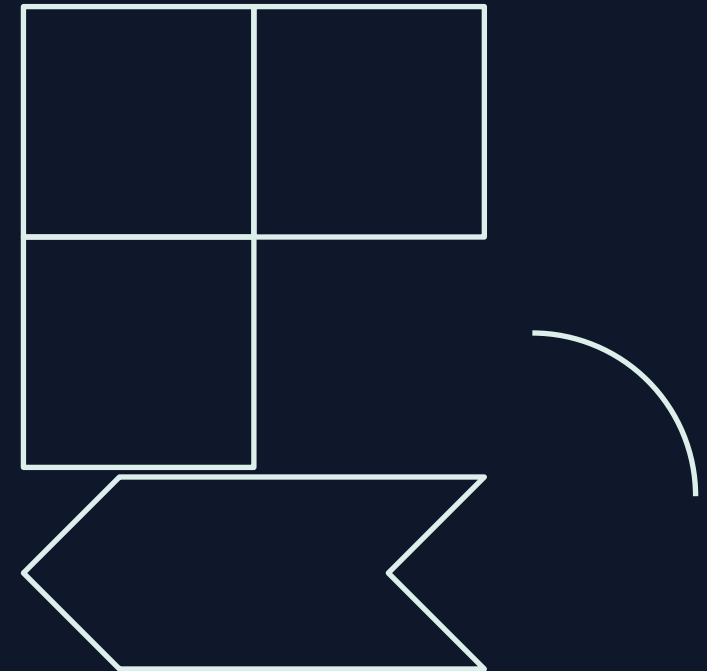
# Strategic Brand

## Architecture:

# Execution to Ecosystems

A portfolio of visual identity systems, enterprise messaging models, and measurable go-to-market impact across B2B SaaS, healthcare technology, analytics, and services.

ELISE BUNDGAARD — BRANDING PORTFOLIO



# The Brand Methodology

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An engineered approach to B2B identity that treats brand repositioning as a lever for market clarity, pipeline velocity, and enterprise value.

01

## Distinct Visual Identity

Develop cohesive, recognizable design systems that cut through fragmented markets and build long-term brand equity.

02

## Architected Messaging

Translate complex technical and global language into clear, credible narratives that sales teams can actually use.

03

## Performance GTM

Deploy brand as campaign infrastructure: audience strategy, digital demand, capture paths, and ROI measurement.

## Chapter 01

# Elsevier CPM

## Portfolio Architecture & Digital Demand Launch

2010–2011

### ROLE

Senior Marketing Manager/Head of Marketing for the CPM business unit

### CHALLENGE

Transforming legacy, complex clinical healthcare products into a unified, digital-first brand architecture.



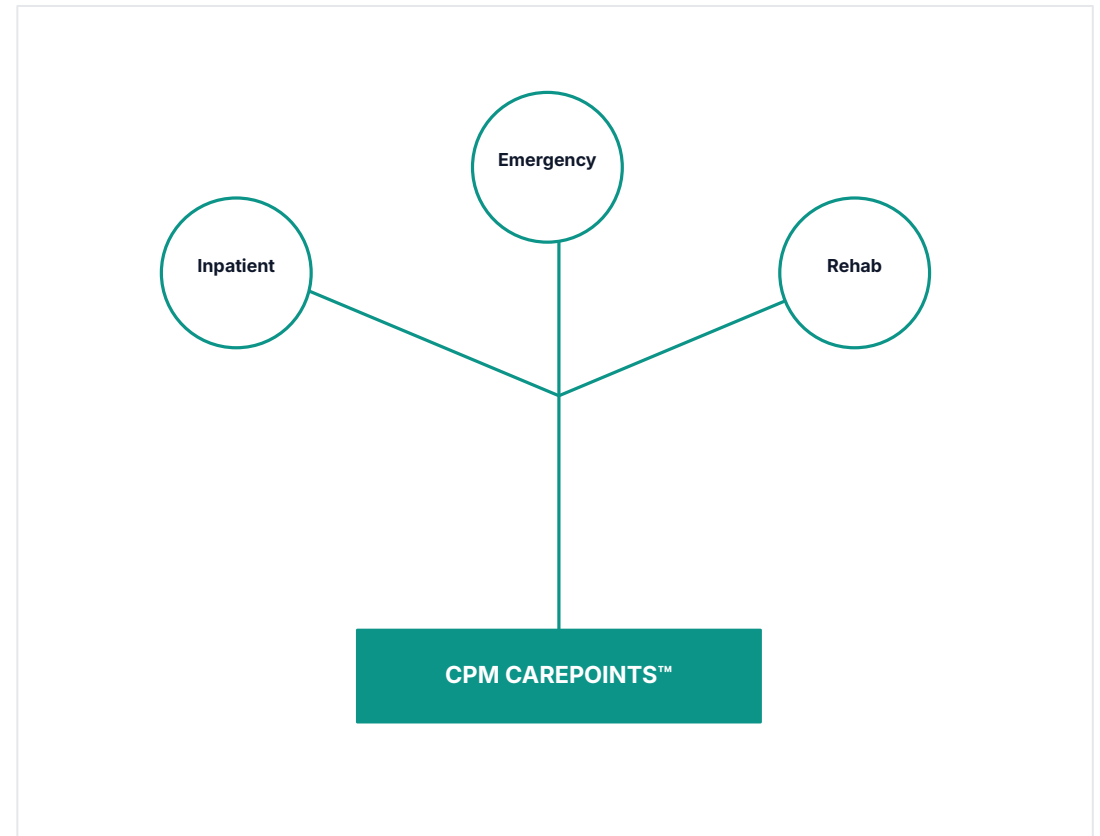
# Elsevier CPM: CarePoints™ Portfolio Architecture

## Consolidating Clinical Offerings

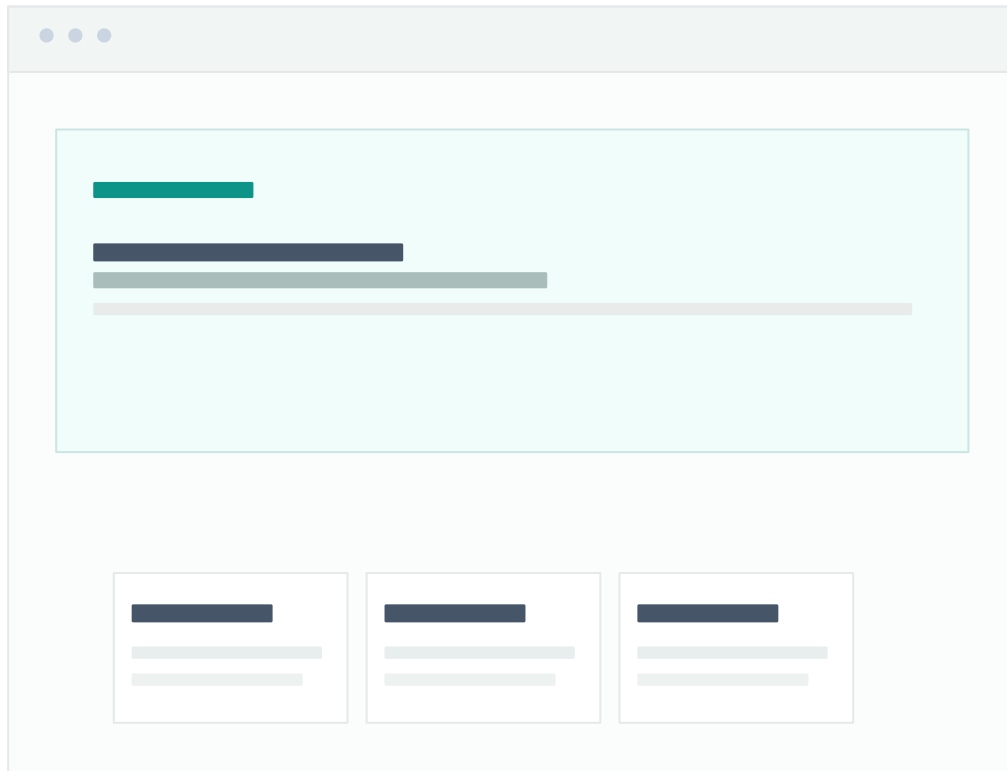
The historical asset layout named “Point of Care Integrated Solutions” was fragmented and lacked market recognition across electronic health record sectors.

### Strategic Reframing:

- Rebranded the ecosystem to CPM CarePoints™ using a signature clinical green visual style.
- Developed a structured, modular naming system aligned to the comprehensive medical care continuum.
- Built a scalable framework designed to absorb future acquisitions under one core umbrella.



# Elsevier CPM: Digital Demand & Wireframe Launch



## Campaign Execution: Meaningful Care

Shifted corporate market placement from a technical software platform to an authoritative industry thought leader. Directed high-fidelity user experience wireframing, centralized content sitemaps, and custom web deployment systems.

**+55%**

Increase in total organic web traffic trajectory

**+250%**

Inbound lead capture growth on core digital properties

**+45%**

Exceeded baseline business unit lead-generation goals via integrated microsites

## Chapter 02

# Advito

## Corporate Portfolio & Brand Modernization

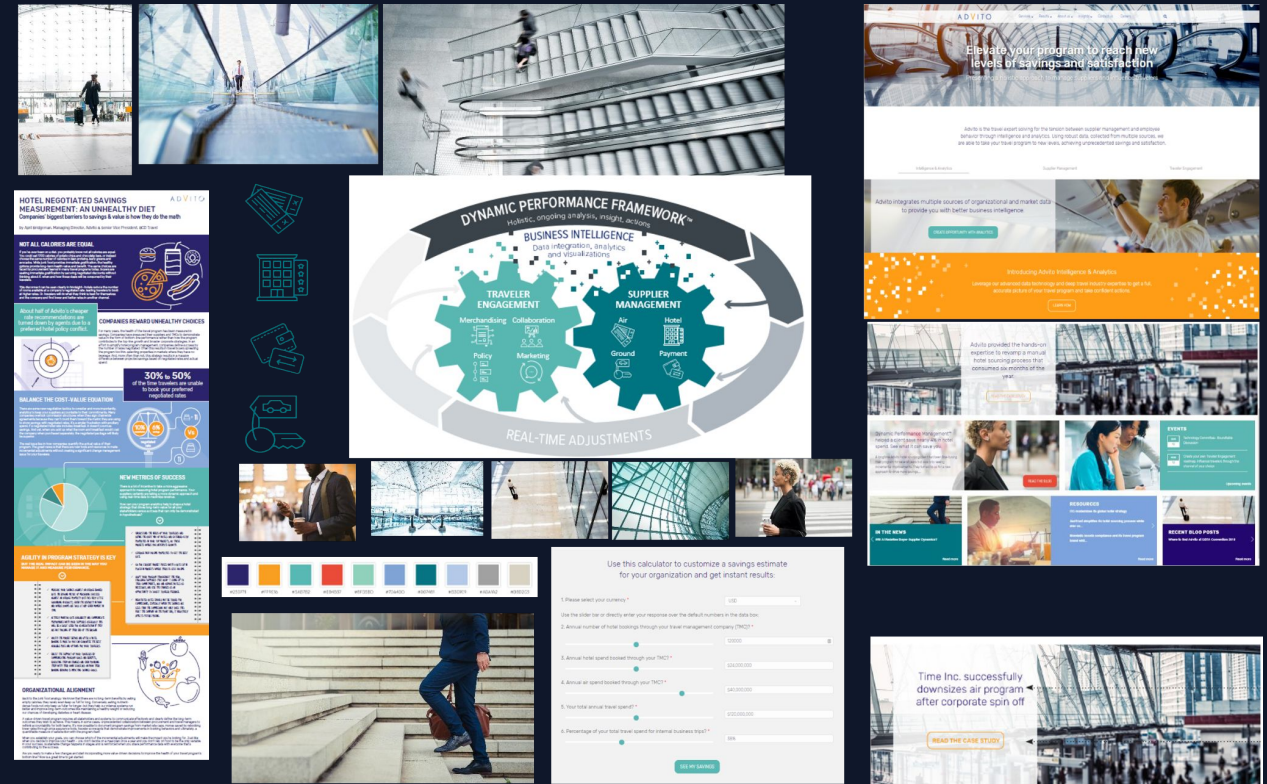
2018–2019

### ROLE

Senior Director/Head of Marketing

### CHALLENGE

Untangling confused legacy brands and elevating niche services into high-performing digital ecosystems.



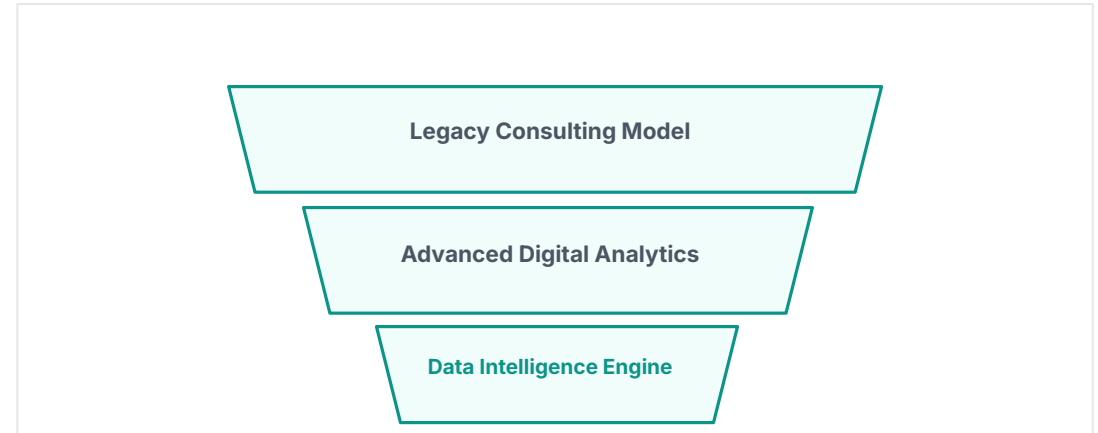
# Advito: Corporate Portfolio & Brand Modernization

## Repositioning Business Travel Procurement Consulting

Led a comprehensive global brand identity and messaging refresh across Advito's consulting framework. Shifted the value proposition from standard logistics into advanced digital analytics and business intelligence alignment. Positioned Advito as a stronger upsell for BCD Travel Fortune 1000 clients: "Elevate your travel program"

### Core Deliverables:

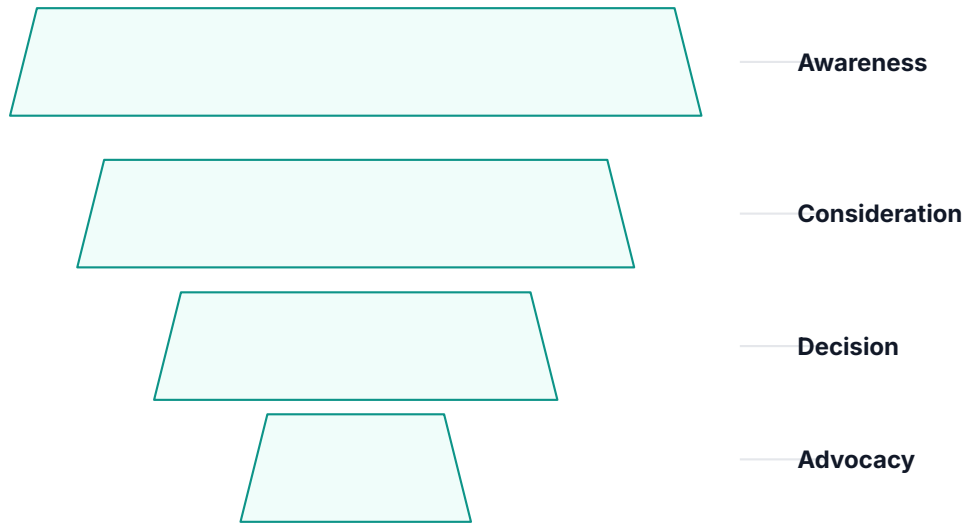
- **Strategic Portfolio Restructuring:** Redesigned global service lists and operational messaging matrices.
- **Centralized Asset Pipeline:** Global sales sheets, presentations, ads, and brand toolkits.
- **Data-Driven Demand:** Positioned technology-forward analytics solutions to target enterprise buyers.



>60%

Business revenue growth accelerated over a 4-year scaling window.

# Advito: Converting Web Traffic into Lead Generation



Digital Funnel

## The Strategy

Repositioned a global procurement consultancy focused on business travel to better cross-sell to BCD Travel customers.

## The Execution

Led full site overhaul, including wireframing, UX structure, template selection, and copywriting to transition the brand from a static brochure to an interactive lead-capture engine.

**+55%**

Increase in targeted site traffic

**+80%**

Increase in high-value prospect lead generation

## Chapter 03

# Veriforce

## Dual-Audience Messaging Matrix & Brand Voice System

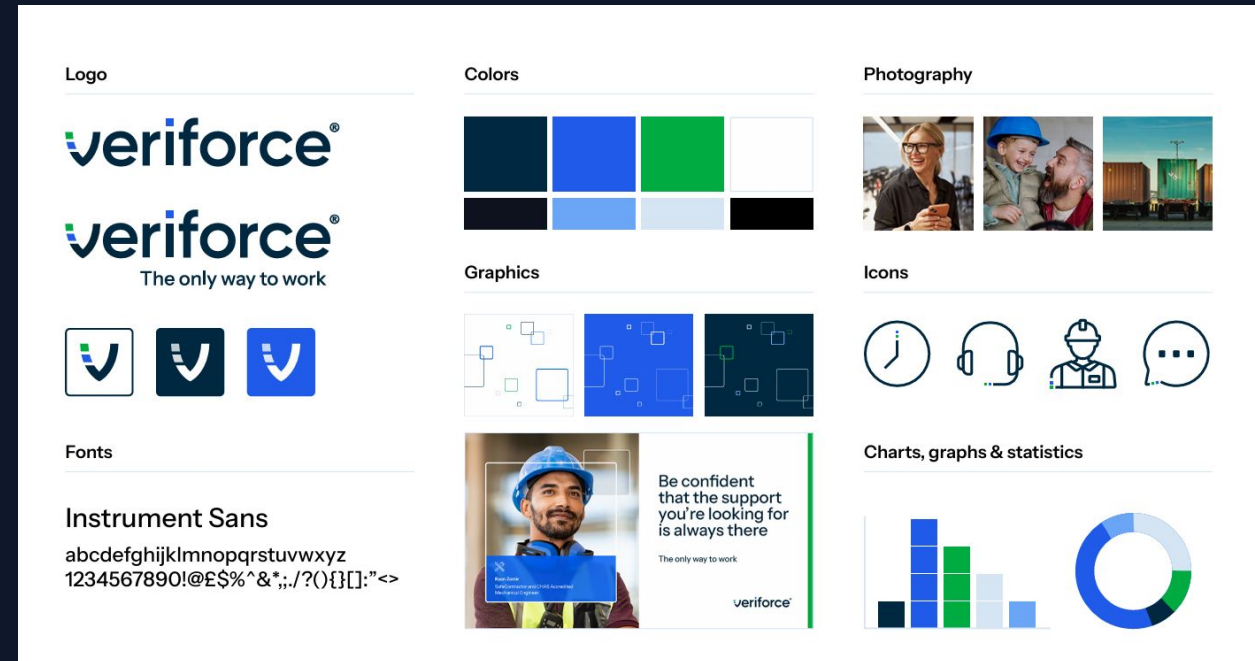
2025–2026

### ROLE

VP of Marketing, US and Global Expansion

### CHALLENGE

Unifying a massive post-merger network under a single, globally resonant but locally relevant brand voice.



# Veriforce: U.S. Market Localization

Architected the bridge from global corporate messaging to U.S.-specific market relevance.



The goal was to adapt without drifting: stay aligned to the global story while giving the U.S. market the specificity and relevance needed to address rising scrutiny from OSHA and EPA.

# Veriforce: The Dual-Audience Messaging Matrix

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Architected a dual-sided narrative matrix to speak to enterprise corporate buyers and frontline tradespeople within a single brand ecosystem.

## CLIENT-FOCUSED (THE ENTERPRISE BUYER)

### Value Proposition:

Right People. Right Work. Right Outcomes.

### Key Message Framework:

Transforming supplier risk management into a core corporate competitive advantage. Heavy visual and narrative focus on ESG performance, TRIR reduction, and first-time execution.

## CONTRACTOR-FOCUSED (THE TRADESPERSON)

### Value Proposition:

Win More Work, Deliver It Safely.

### Key Message Framework:

Simplifying compliance down to immediate operational benefits: get visible, get qualified, get chosen, while reducing administrative overhead.

# Veriforce: Codifying the Brand Voice

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A practical voice system that helped teams move from generic corporate language to a clearer, more human, and more useful brand tone.

[Avoid] Cool & reserved —————> **[Embrace]** Warm & enthusiastic (Be more approachable)

[Avoid] Detached & corporate —————> **[Embrace]** Personal & empathetic (Tell relatable, human stories)

[Avoid] Formal & polished —————> **[Embrace]** Direct & to-the-point (No fluff, no filler)

[Avoid] Safe & classic —————> **[Embrace]** Casual & conversational (Use accessible language)

Tone of voice is a business lever. A distinct, authentic voice builds equity, trust, and recognition over time.

# The Helpful Expert Spectrum

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Positioning the brand voice between empathy and authority: human enough to earn trust, clear enough to drive action.

**Warm, but not fuzzy:**

Confident and clear, not overly familiar.

Sweet Spot

**Expertly human:**

Speak with authority, but never lecture.

## The Helpful Expert

**Empathetic / Human**

(Too fuzzy/casual)



**Authoritative / Direct**

(Too blunt/lecturing)

**Relatable, not clichéd:**

Use active voice and true-to-life stories.

**To-the-point, but not blunt:**

Deliver clarity without hedging, always with care.

# The Formula for Brand Resonance

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Branding that performs is systematic: clear identity, useful messaging, and measurable demand generation working together.

01 /

## Distinct Visual Identity

Evidence: Elsevier CPM Carepoints architecture and Advito brand ecosystem

02 /

## Architected Messaging

Evidence: Veriforce messaging matrix and Helpful Expert tone system.

03 /

## Measurable Demand Generation

Evidence: +250% CPM leads and Veriforce pipeline impact.

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**Market clarity → buyer confidence → measurable business growth**

Great branding is not just aesthetic. It is a repeatable operating system for turning complex market narratives into action.