



TRICIA OSOLIN

Tricia Osolin is President and founder of RedMark Group, a strategy and brand consultancy headquartered in Chicago, IL. Tricia shares RedMark's passion in bringing together the worlds of story and strategy. Her career path- from creative design for movies and television in Hollywood to a business MBA at University of Chicago Booth School of Business- mirrors her passion for that intersection. Seeing opportunities through the realm of story and design, she's executed projects for organizations spanning from startups to Fortune 500 companies, including brands such as PepsiCo, Disney and HBO/Time Warner. She's led companies to awards including "Chicago's 50 Best Startups", multiple Key Art Awards and Hollywood Reporter's Best Campaign.

Currently residing in Chicago, IL, Tricia spends her free time geeking out about the latest tech trends, Cleveland sports, and testing new recipes in the kitchen.

RedMark



redmarkgroup.com



[linkedin.com/in/triciafelice](https://www.linkedin.com/in/triciafelice)



[@redmarkgroup](https://twitter.com/redmarkgroup)



[@redmarkgroup](https://www.instagram.com/redmarkgroup)

SUGGESTED TOPICS

"Audience Lens"

Using Hollywood strategies and Story Theory fundamentals, learn the 5 step framework to telling your narrative through the lens of your audience.

"The Structure of Story"

Learn how to harness your brand's story so you can use it to make the biggest impact with your target audience.

"Long Story Short"

Many leaders struggle to explain complex organizations, programs and frameworks. Things. Get. Complicated! Learn three exercises to make your long story short!

SUGGESTED QUESTIONS

- What do you mean when you talk about "story" and how is this different than other forms of marketing or PR?
- What are the biggest mistakes you see brands make regarding their "brand story"?
- Walk us through an exercise that our listeners can use to help strengthen their brand story.
- How can organizations identify and understand their target audiences to create more effective stories?
- How can small businesses or startups with limited resources leverage storytelling to compete with larger, more established brands?