

MICHAEL BELL

PRINCIPAL
BRAND STRATEGIST
The Modern Brand Co.



THE
MODERN
BRAND_{co}

CREDENTIALS

Scrum Alliance
Certified ScrumMaster

Project Management Institute
Project Management Professional

Center for Agile Leadership®
Certified Agile Leader

DETAILS

FAMILY



CATIE



BRUCO

HOBBIES



CROSSFIT



READING

HOMETOWN



ABOUT MICHAEL

After graduating from Samford, Michael went to work as an account coordinator for Big Communications. Over the course of six years, he was promoted four times and eventually named Director of Client Services. After serving as Director for two years, Michael set out on his own and founded The Modern Brand Co.

Over the last nine years, Michael has built The Modern Brand Co. into one of the premier branding and marketing firms in the state of Alabama. Today he manages a team of 10 team members and maintains clients across the globe. Michael's greatest strength is his ability to identify target audience segments and then build ideal brand positions that will set his clients apart.

As both a PMP and a Certified ScrumMaster, Michael has led Modern Brand to become one of the first Agile advertising agencies in the southeast. He utilizes Scrum as a way to engage clients on a deeper level and reduce time to market.

Michael is a two-time winner of the Account Service Person of the Year Award presented by the Birmingham Chapter of the American Advertising Federation.

WHAT OTHERS HAVE TO SAY

"Michael is excellent at brand development and assisting clients with developing a great web presence. We have used Michael several times on projects based on the outstanding results that we have achieved. I would recommend Michael to anyone looking for develop a brand or redefine a brand!! Michael is one of my go-to resources." - *Jeff Shimizu*

"He always knows the right questions to ask and can pick up on the details that matter. He is wired for brand development and has the ability to not only create effective marketing campaigns but execute them as well. Michael easily takes command when needed but most importantly he posses the soft-leadership skills to direct any team you place him in." - *Will McKee*

"I value his ability to be strategic and to plan as much as his ability to turnaround small pieces of collateral with record speed. This guy takes ownership and makes things happen." - *Brian Rabon*

PERSONAL SLOGAN: "THE ANSWER IS YES. WHAT'S THE QUESTION?"