

MAUREEN BALLATORI

Speaker - Branding Expert - Farmer's Daughter



Maureen Ballatori is the founder and CEO of 29 Design Studio, an award-winning creative agency for food, beverage and agriculture brands. Her experience in brand strategy helps companies scale business growth, define their unique marketing message, and attract their ideal audiences. Maureen is an active community member, participating in a number of entrepreneurship incubators and accelerators and playing a key role in Upstate NY economic development.

SPEAKING TOPICS

ECONOMIC DEVELOPMENT: Agritourism and Destination/Placemaking

A look at how some regions in rural America have utilized agritourism to increase visitation to their community. Includes case study walkthroughs for effective client projects.

MARKETING: Level-Up Your Social Media and Email Strategy to Grow Your Business

In a sea of demands for attention from cat memes, TikTok dances and politics, how can you maximize social media and email engagement? We'll look at tactics for maximizing engagement from audiences online.

MARKETING: 4-Step Process for Creating Your Marketing Mix

Maureen teaches a 4-step process for marketing to Plan, Implement, Analyze and Repeat. Learn how to analyze the effectiveness of your marketing so you can create a life cycle of constant improvement.

DESIGN: Packaging Audit Workshop

When it comes to consumer purchases in retail stores, your product packaging is essential. In this working session, we'll discuss design, packaging engineering, and sustainable packaging design.

BRANDING: Branding Behind the Scenes - How We Do it and Why it Matters

Clients seek Maureen for branding work when they're just starting out or when they're leveling up. She will share her behind-the-scenes process for strategizing, branding and marketing businesses and setting them up for success.

STRATEGY: Scaling Up by Niching Down

Maureen's creative agency went from working with clients in all industries to a niche focus in food, beverage, and agriculture. She'll talk about the good and the bad things that happened and how that focus has helped the agency grow significantly.



TYPICAL AUDIENCE DEMOGRAPHICS

Maureen has taken the stage for a range of audiences, from small University groups and startup accelerator programs of ten to large gatherings with over one hundred executives and investors. These attendees represent businesses ranging from small shops to farms to civic institutions.

SAMPLE PRESENTATION DECK

[NYCGPA Presentation 8.10.22](#)



SPEAKING ENGAGEMENT RECORDINGS

Coffee, Coaching & Connections, presented by the New York State Center of Excellence for Food and Agriculture at Cornell AgriTech

<https://vimeo.com/825219472>

Using Data To Grow Your Brand

<https://youtu.be/BSqfLliwXc>

Invest NY: Future of Food

<https://vimeo.com/727820572>

Alfresco FLX: Using Data to Grow Your Brand

https://youtu.be/mGv_jPTwl0Y

29 x 29 Digital Marketing Video Series: How to Use Brand Guidelines

<https://youtu.be/3k2nvGHB1M8>

FEES AND EXPENSE REIMBURSEMENT

Maureen's speaker fee ranges depending on the size of the audience, event format (in person or virtual), event location, and if the organization booking them is a non profit, association, government department/government agency or business/corporation.