

IN THE
VERDANT
FIELD

SPEAKER AND WORKSHOP LEADER

ALEXIA BREGMAN.

Founder and Director of Magic and Logic, In The Verdant Field

Agency trained, founder tested. Lex started as a Copywriter for Ogilvy & Mather Johannesburg, picked up awards in London and New York, then built brands of her own, including Vuka Sparkling Energy Drinks, a Top 5 energy drink at Whole Foods in 17 states. She's been a CMO, a Creative Director, the Executive Director of a nonprofit and an Advisor, and she talks about marketing the way she does it: honest, practical and fun.



MARKETING AND BRANDING, WITHOUT THE FLUFF AND WITHOUT SETTING FIRE TO YOUR BUDGET.

FORMATS

SPEED DATING MARKETING WORKSHOP **MOST REQUESTED**

Fifteen minutes, one on one, ask me anything. People walk out with actual answers to their actual questions.

PERSONAL BRANDING GUIDE

A talk or workshop on building a personal brand that's true to who you are, not what you think people want to hear.

PANELS AND FIRESIDE CHATS

Launching products, founder life, and building a brand on a real-world budget.

GREAT FOR

- Founders and small business owners
- Marketing and creative teams
- Women in business and media
- Students and early-career creatives
- Accelerators, incubators and conferences

WHERE I'VE SPOKEN

The Women in Media Spring Conference, on the Marketing panel alongside leaders from The Hollywood Reporter and LA28.

LET'S TALK SHOP.

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