

Speaker Bio Angela Hill

Since 2004, Ms. Angela Hill has acted as the CEO and Chief Creative Officer of Incitrio, a global branding agency. With over 25 years of branding, design, and marketing experience in St. Louis, San Francisco and San Diego; she has worked with clients to brand them internationally in Mexico, Argentina, Chile, Spain, France, Germany, Italy, Ireland, Norway, Finland, Sweden, Africa, the Middle East, China, Japan, Korea, and more. Her clients are based all around the world and come to her for her internationally recognized experience in brand analysis, strategy, application and extension.

She has worked with both Fortune 500 and local clients such as: Foster Farms, Pepsi, Anheuser Busch, Williams Sonoma, Mars Candy, GoMacro, Visa, Sun Microsystems, Intel, Hallmark, Energizer, Ford, PG&E, Merrill Lynch, Maersk, Taylor Guitar, Sega, Barney & Barney, Marsh, Alliant, 3E Company, TrustCommerce, Cogent, redIT, Open Mobile Alliance, Tachyon Networks, ENN Solar, Symwave, Indata, Armada Backup, Titleist, Nanogen, Acute Care Pharmaceuticals, Social Express, Perfect Client, VCC Optoelectronics, Nielsen, Indata, Transaction Wireless, Merge Healthcare, KIO Networks, Medtronics, and more.

Her branding clients include those faced with the following strategic problems:

- Rebranding initiatives due to rapid company growth or acquisition
- Branding for B2B and B2C companies (product and service) looking to re-position themselves for acquisition or exit strategy
- Branding for B2B and B2C companies experiencing exponential growth and looking for ways to maintain that growth level
- Branding for B2B and B2C companies needing to launch a new product/service and position them in the marketplace via a multi-phase strategy

Her expertise ranges from: brand strategy/analysis (branding analysis, branding strategy, blue ocean competitive canvas mapping, customer archetype analysis, internal brand alignment, employee brand engagement, brand architecture, brand manuals/guidelines, brand training, corporate culture refinement, and naming) to graphic design for print (logos/identity, mktg collateral, catalogs, annual reports, print advertising, tradeshow displays, direct mail, and packaging) to integrated online marketing campaigns (websites, intranets, corporate sites, e-commerce, SEO, SEM, PPC, social media, email marketing, video development, lead generation, affiliate marketing and CRM integration).

Ms. Hill earned her BFA in Visual Communications with a Minor in Branding from Washington University in Saint Louis. She has spoken at various international conferences from AIGA Y Design Conference to the USD Women in Leadership, AMA Cause Marketing, PIA Print Expo Tradeshow, Athena (women in technology), Association for Corporate Growth, and more. She is an active Vistage speaker, traveling the country and offering hands-on workshops for CEOs on the topics of Branding and Social Media.

She is a former adjunct professor at University of San Diego (USD) where she taught classes on Branding, Web Design, and Email, Content, & Video Marketing. She is a former adjunct design professor at SDSU where she taught the Graphic Design Studio capstone class, she has helped Cal State San Marcos with their Marketing curriculum development, and has guest lectured on the topics of design, marketing, branding and

online marketing integration at such universities as: SDSU, USD, UCSD, Cal State San Marcos, National University, and UC Irvine.

She has served on numerous boards including the AIGA (American Institute for Graphic Artists) board, Big Brothers Big Sisters board, AMA (American Marketing Association), and San Diego Social Venture Partners non-profit where she acted as the Marketing Chair for the entire organization and lead partner for a local non-profit ARTS (A Reason to Survive). She is extremely active in the non-profit community and heavily involved in projects regarding: branding, sustainability, design, biomimicry, social media integration, and cause marketing.

In 2005, her firm won the Honorable Mention for the Fastest Growing Company Award given by the San Diego Chamber of Commerce. In 2006, her firm was recognized for their work by the Printing Industries Association at the PIA Conference. In 2008, she received the YWCA's TWIN Award. The Tribute to Women of Influence (TWIN) Awards Program honors not only women who demonstrate excellence and top leadership within their companies, but also the companies that employ these women. In 2009, she was nominated by the San Diego Business Journal's Award for Women Who Mean Business. In 2010, she was nominated for the San Diego Daily Transcript's Award for Top Young Influential. In 2011, she was nominated for the San Diego Daily Transcript's Award for San Diego's Top Influentials. In 2015, she was nominated for the Connected Women of Influence. The San Diego Business Journal also nominated her as a Woman Who Mean Business Finalist for a 2nd time. In 2017, she was recognized by the San Diego Daily Transcript as a Top 50 Influential in San Diego and was nominated for the San Diego "Sales & Marketing Leader of the Year Award" Semi-Finalist. She was also spotlighted in the San Diego Business Journal, the San Diego Daily Transcript, Process Magazine, and many others.

Over the years, her firm has won numerous awards: GDUSA National Design Award, Create Magazine National Design Award (Gold), Neenah Paper National Design Award (Gold), Davey International Design Award (Silver), and been recognized by LogoLounge with 3 separate logo design awards. In 2016, Incitrio was recognized nationally by an independent 3rd party research firm as a Top Branding Agency and as a Top Web Design Firm by Clutch.co. In 2018, Incitrio became a Silver Tiered Agency with HubSpot and was honored with international recognition. Incitrio's work has been published in local, national, and international publications recognized for their clean design and results-driven methodology.