

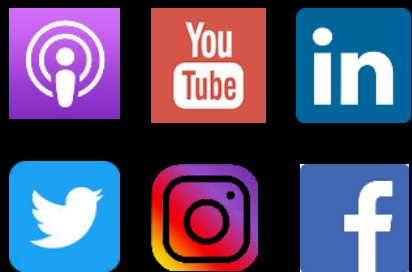


JOANNE Z. TAN

- ★ Brand strategist, coach
- ★ Video Director & Producer
- ★ Photographic Artist
- ★ Newspaper editor, designer
- ★ Law degree



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10 Plus Brand[®]

Stand for Something.

CEO, Branding Expert & Podcast Host

*As the host of "Interviews of the Notables & Influencers" Podcast Series, Joanne Z. Tan interviews **prominent and emerging leaders, notables and influencers**, with cutting edge and thought provoking questions and engaging dialogues.*

Joanne Tan is the founder and CEO of 10 Plus Brand, Inc. a full service brand marketing agency that provides brand development & strategies, brand DNA decoding, original content writing, video production, website design and development, AI enabled content marketing, SEO, social media and influencer marketing.

*A **recognized global expert in building business brands**, Joanne is a frequent speaker at various forums. She's a go-to specialist on branding issues for major media such as Washington Post.*

Joanne is a business brand strategist, branding expert and marketing consultant for businesses, tech startups, B2B firms & professionals, corporate executives, board members, and nonprofit organizations. She is also a personal branding expert.

INTERVIEW TOPICS

1. *The founder's DNA sets the brand vision*
2. *Your team buys in, and a culture is born*
3. *Are you a "stargazer", or a "firefighter"?*
4. *Be a rock star: your fans and you feed off each other*
5. *Vision + Discipline + Execution = a power brand*
6. *Want to win? - Hire those smarter than you!*
7. *Why Microsoft can never beat Apple as a brand*
8. *Why 90% of LinkedIn profiles are underperforming*
9. *What differentiates a "unicorn" from other startups*
10. *A stale brand = out of the race, how to refresh it?*