

Erika Brechtel

BRAND DESIGNER + STRATEGIST · CREATIVE DIRECTOR · SPEAKER

20+ years helping leaders clarify what they stand for, express it distinctly, and create work that makes a meaningful impact.

Erika Brechtel is a brand designer, creative director, strategic advisor, and speaker with more than 20 years of experience helping founders and leaders transform expertise, vision, and purpose into distinctive brands and bodies of work. She is also the founder of Élanoura, a global social enterprise that brings women together through global volunteering retreats, with 10% of retreat fees donated to nonprofit partners supporting women and girls around the world.

With a B.A. in Art History from UCLA, magna cum laude, Erika brings together strategic thinking, visual intelligence, and a deep understanding of how identity is shaped, expressed, and remembered. Her work explores the role of authorship, representation, voice, and legacy, particularly for women who are ready to define what they want to be known for and make their contribution visible and impactful.

Across her career, Erika has guided 250+ leaders and brands, led workshops and talks for organizations including UCLA Anderson School of Management, American Society of Plastic Surgeons, UCLA Alumni, and Junior League, and has been featured in Forbes, SELF, HuffPost, Thrive Global, POPSUGAR, and other media.



SIGNATURE TALKS

Your Archetype Palette™

Brand Personality · Influence · Leadership

What makes a brand feel unmistakably like you? Erika introduces her proprietary Archetype Palette™ brand personality framework, exploring the 12 different ways people naturally inform, inspire, connect, and move others. The framework helps leaders identify the unique combination of personality, voice, perspective, and influence that can transform their work into a compelling, memorable, and impactful expression of who they are.

Audience takeaways: Identify your unique Archetype Palette™; understand how your personality shapes the way you influence others; recognize your blind spots; learn how to translate those insights into voice, messaging, content, and visuals you can own, for greater resonance, connection, and influence.

From Muse to Author: Women, Image, Identity, and the Power to Be Seen

Art History · Representation · Brand Identity · Women's Authorship

For centuries, women appeared everywhere in art, without control over how they were represented. Drawing from Art History, visual culture, and more than 20 years designing brands, Erika explores what changes when women move from being represented by others to becoming owners of how they are seen and remembered.

From museum walls to modern brand platforms, the talk examines how images construct identity, how visual language shapes perception, and why owning our expression matters for influence and legacy.

Audience takeaways: Understand how representation shapes identity; recognize the difference between visibility and authorship; examine who controls the narrative and how visual expression communicates value and authority; define what you want your work to say about who you are and what you stand for.

Make Your Mark, Make It Matter

Brand Strategy · Purpose · Positioning · Legacy

A strong brand begins long before the logo. Drawing from more than two decades of brand strategy and design, Erika shares her *Lasting Mark Method* and the 4 P's that help leaders build from clarity with confidence: *People, Purpose, Positioning, and Personality*.

The session moves from vision to expression to impact, helping participants define what they want to be known for, understand what makes their perspective distinct, and build a brand and body of work that can grow with them.

Audience takeaways: Clarify what you are building and why it matters; define your audience and positioning; identify what makes your perspective distinct; connect purpose to brand expression, contribution, and the legacy your work can create.

Beyond Brand Purpose: Putting Purpose Into Action

Purpose · Social Impact · Entrepreneurship · Brand Leadership

Purpose is easy to write into a mission statement. It is harder, and far more meaningful, to build it into what you actually do.

Using Élanoura as a real-world case study, Erika shares how an idea rooted in one volunteer experience evolved into a global social enterprise connecting women's personal growth with hands-on service and investment in local nonprofit partners. The talk explores the gap between saying what you value and designing structures, experiences, and decisions that make those values visible.

Audience takeaways: Move purpose from language into action; identify where your skills and resources can create meaningful contribution; design impact into a business or body of work; understand how lived values strengthen trust and meaning; define one concrete way to put purpose into practice.

AUDIENCES ERIKA SPEAKS TO

Design + Creative Conferences

Brand identity, creative direction, visual culture, authorship

Brand + Marketing Conferences

Strategy, positioning, personality, differentiation

Women's Leadership

Voice, visibility, influence, purpose, legacy

Founder + Entrepreneurship Events

Brand building, personal expression, meaningful growth

Art + Culture Conversations

Representation, identity, women's authorship, visual language

Purpose + Social Impact

Turning values into action and contribution

AT-A-GLANCE

20+ Years

*in brand strategy +
design*

250+

*founders, leaders +
brands guided*

7 U.S.
Cities

*National Branding
Masterclass tour*

B.A.
Art History

*UCLA, magna cum
laude*

CREDENTIALS + EXPERIENCE + SELECTED PRESS

- 20+ years in brand strategy, design + creative direction
- B.A. Art History, UCLA, magna cum laude
- 250+ founders and brands guided
- Founder, Élanoura, global social enterprise for women
- Creator, *Lasting Mark Method* + *Archetype Palette™*
- Speaker, facilitator, mentor + angel investor in women-led companies
- Former NCAA Division I athlete, UCLA Women's Soccer

Forbes · SELF · HuffPost · Thrive Global · POPSUGAR ·
Refinery29 · The Everygirl · Today.com · HGTV.com · OC Family
Magazine

SPEAKING + WORKSHOPS

UCLA Anderson School of Management
UCLA Alumni
American Society of Plastic Surgeons
LA Business Journal Women's Summit
LA County Women's Leadership Conference
Women Founders Network
Bumble Bizz
Fabletics
Junior League
Branding Masterclass Tour, 7 U.S. cities

*Keynotes · Panels · Workshops · Facilitated
Conversations · Interactive Brand Sessions*



"We have always used images to tell the world who we are. The question is who gets to author the image, and what story do you want to leave behind?"

Erika Brechtel
Brand Designer + Strategist

BOOKING + CONTACT

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