



Rebranding for Commercial Launch: **Building a future-focused brand for a Brain Health Innovator**

I led the comprehensive rebrand of a biopharma developing novel drug candidates with the potential to transform the lives of people with brain health disorders as it transitioned from clinical to commercial stage ahead of its first FDA approval. I managed the rebrand from RFP development through launch, partnering with leadership throughout agency selection, creative development, and rollout. We shifted positioning to move the conversation about brain health disorders from subjective mental health experiences to treatable biological conditions, creating a brand system built on bold colors and authentic lifestyle imagery rather than stereotypical clinical visuals. The result was a future-forward identity that humanized brain health and tackled stigma head-on, supporting a successful commercial product launch.