

Our Clients

"Anne Berg saves her clients valuable time and money through her keen sense of brand strategy. She quickly focuses disparate management-team notions regarding naming, positioning, and messaging by filtering through the noise, recommending alternatives, and ultimately formulating a successful strategy that the entire organization can champion."

*Toby J. Velte, Ph.D.,
Enterprise Account Executive,
Amazon Web Services*

"Building a brand is a challenging, complicated, and enduring process. The Vyway Vision, Vantage, Voice methodology is a simple yet elegant approach to creating and marketing a memorable brand...step by step."

*Robyn Waters, President,
RW Trend*

"Anne Berg guided our team to discover our company's fundamental purpose and its core values, along with a powerful vision for the future. This discovery has transformed our awareness and our confidence. We consistently rely on Vyway as a valuable strategic partner for our ongoing marketing needs."

*Chad Carson, President,
Avicenna Technology*

"Anne's depth of expertise in facilitating a companywide rebranding initiative was pivotal in transforming our boutique organization into the nationally recognized thought leader in our field. Anne guided us all the way from brand strategy and key messaging through content creation and website design in order to launch our new brand. Her work is simply brilliant."

*Peggy Hammill Zimmer,
VP Business Development,
Medication Management
Systems*



ANNE M. BERG

Anne has three decades of branding, marketing, and communications experience. She has developed dozens of trademarked company and product names. Her deep understanding of trademark law ensures high returns on your intellectual property investment. Throughout her career, Anne has had the privilege of working with some of the nation's most dynamic brands:

- ▶ Pentair
- ▶ Seeonic
- ▶ Welcyon
- ▶ Target
- ▶ Prevolv
- ▶ Skyline Exhibits
- ▶ Q Consulting
- ▶ Medtronic
- ▶ CaringBridge
- ▶ Huebsch Services
- ▶ Faegre & Benson
- ▶ Avicenna Technology
- ▶ Nexus Treatment
- ▶ The Prouty Project
- ▶ Seeyond Architectural Solutions
- ▶ Versique Search & Consulting
- ▶ Realief Neuropathy Centers
- ▶ Forius Business Credit Resources
- ▶ Liberty Diversified International (LDI)
- ▶ National Council on Family Relations
- ▶ Medication Management Systems

Learn how Vyway can accelerate your brand performance.

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