

## **Case Study:** Rebranding Procon GPS to Spireon, Inc.

### **Background:**

In 2011, I was recruited from HID Global to join Procon GPS and worked closely with the CMO to lead a comprehensive rebranding effort, transforming the company into Spireon, Inc. This shift marked a transition from a "house of brands" to a cohesive "branded house," unifying the company's portfolio under a single identity.

### **Challenges:**

- Develop a unique brand identity to stand out in the competitive telematics and IoT market.
- Align the corporate vision under a cohesive strategy.
- Build a high-performing marketing team to execute integrated campaigns.
- Maintain leadership in the Buy-Here Pay-Here Automotive space while expanding into new markets.

### **Actions Taken:**

#### **1. Strategic Rebranding:**

- Created the name "**Spireon**" to symbolize aspiration and progress, combining "spire" (reaching the pinnacle) with "on" (continued ambition).
- Developed a distinctive logo to stand alone as a recognizable mark.

#### **2. Corporate Identity Creation:**

- Designed the **NSpire IoT platform** as the technological backbone of the rebrand.
- Built a cohesive visual identity with a **royal blue and black color palette** to represent trust, dependability, and authority.

#### **3. Team and Product Growth:**

- Built and led an integrated marketing team of 7 employees to drive campaigns and product launches.
- Transformed the fleet product into the fastest-growing transportation platform.

#### **4. Market Leadership:**

- Sustained leadership in the Buy-Here Pay-Here Automotive space.
- Supported brand positioning through thought leadership and industry engagement.

### **Results:**

- Successfully launched Spireon, Inc., positioning it as an aspirational leader in telematics.
- Won the **Compass Intelligence "A-List Award"** for Vehicle Telematics Leadership and Innovation.
- Enhanced market presence, culminating in the company's acquisition.

### **Summary:**

This case study demonstrates my ability to lead transformative rebranding efforts,

establish market leadership, and build high-performing teams. I consistently deliver results through strategic vision, integrated marketing, and innovative brand development.