

Dennis Devlin

Speaker, Author, CEO



Clarity is Power

Dennis Devlin specializes in creating clarity in marketing and branding while transforming outcomes and improving the bottom-line. As the CEO of **CLARITY Research & Strategy**, Dennis has over 30 years of experience guiding B2B and B2C organizations through innovative strategies to achieve measurable growth. His talks provide actionable insights into understanding a company's customers, competition, and brand. His engaging style and profound insights consistently resonate with audiences, from seasoned executives to emerging marketers.

Speaking Topics

All presentations are 60 minutes unless otherwise arranged. Coordinated workshops or working sessions are available upon request.

- **The Future Belongs to Clear Brands:** A compelling exploration of how marketing clarity becomes increasingly valuable as markets grow more complex. Using case studies from companies like Apple, Tesla, and Nike, this keynote demonstrates how clear brands consistently outperform their competitors and maximize valuation.
- **From Confusion to Clarity: Transforming Marketing Impact:** A comprehensive look at how organizations can transform their marketing effectiveness through clarity. Features real-world examples of successful clarity transformations and provides a practical roadmap for implementation.
- **Clarity as a Competitive Advantage:** Strategic examination of how marketing clarity creates sustainable competitive advantages. Uses examples from multiple industries to show how clarity drives superior business performance.
- **Creating a Culture of Clarity:** How creating a Culture of Clarity within an organization can create transformative success through empowering, activating, and releasing people and by elevating the impact of research insights in the organization.
- **Curiosity: Resonating with the Modern Customer:** How curiosity serves as the foundational skill to achieving deep insights about an organization's customer. Unrelenting curiosity allows a brand to truly resonate with the modern customer.
- **Discovery: Your Competition Is Not Who You Think:** How discovery moves well beyond curiosity in terms of intensity on the journey to clearly understand an organization's competition and influence its relative positioning in the marketplace to be truly differentiating.
- **Honesty: Marketers Don't Have to Be Liars:** How honesty makes marketers more successful by being truth-tellers about their brand, products, and/or services. Those who are most authentic in the marketplace will ultimately prevail.

Testimonials

Krysten Schmidt
CREA, LLC

"Dennis recently spoke at an event and delivered a ton of actionable insights. He engaged attendees, sparked conversations, and provided materials for follow-up. Highly recommend him for individuals looking to deepen their insights and understanding."

David Lund
GrowthSpring Group

"Dennis's presentation offered valuable insights and practical strategies to marketers. His expertise is unparalleled, and his delivery is engaging and impactful."

Lauren Evans
Whole Foods Market

"Dennis was a standout speaker. His content on marketing provided exceptional value, and his professionalism made working with him a pleasure."

Published Books



- **Three Wise Monkeys: How a Culture of Clarity Creates Transformative Success.**
(Published in 2022)

Amazon Best Seller in the Business Consulting category



- **Overcoming the Innovation Killers: How to Innovate Products that Thrill Customers and Break Through the Chaotic Marketplace**
(Published in 2021)

(A third book is expected to be published in late 2025)

Book and Connect



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