

BRANDALIVE

Q3 2025

A Letter from Pete

In this newsletter, I'm excited to share a few highlights from this quarter. I hope these moments spark ideas and encouragement for your own path forward.

Whether you've been with BrandAlive for years or just joined recently, thank you for being part of this journey. Your support continues to inspire everything I do.

If you'd like to stay connected beyond this platform, feel free to visit my [LinkTree](#). And if you find value in what I share, I'd be honored if you passed it along. New subscribers are always welcome—just [follow this link](#) to join us.



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If any of you read my post a couple of months ago, talking about my connection with Theo Akhimie, who invited me to be a keynote speaker for the Swish Fusion Tech and Media Summit in Lagos, Nigeria, you know I was really excited to be a part of such an important event. Not only that, but I was delighted that a relationship Theo and I had been cultivating over several years would lead to such a monumental outcome.



When I returned from Lagos, I couldn't stop thinking about what an amazing time I had. Why? Well, for one, I was in my element, talking about branding with an audience excited to build on their knowledge. Secondly, I got to experience a part of Africa I hadn't yet visited. And, finally, I got to watch Theo put on a spectacular marketing event – an area he is passionate about – with Samsung as a lead sponsor! You can watch my full keynote from Swish Fusion [here](#).



There are so many great photos, videos and articles to share, but I'll start with the radio interview Theo and I did for MAX 102.3FM. Not only were the hosts, Debbie and Simon, amazing, but they also taught me how to say "how you dey" in Nigerian Pidgin.

If you're open to it, the world can open up to you. I have met so many amazing people over the course of my career — through my time with Coca-Cola, working on the Olympic Games across the world, and sharing my branding work for my own company at conferences across the U.S. The people I've met have changed my life. And, they changed my career. I believe I'm a better person because of those I've met in my travels.

One of the things that stood out most in Lagos was the power of community. It was amazing to see the dedication of Theo, his brother Paul, his sister Zibi, Paul's sons Nathan and Lael, and so many others who supported the event. People from every part of Theo's life — family, classmates, mentors — stepped forward to make Swish Fusion possible.

LAUNCHING THE YEAR WITH PURPOSE

What I saw was proof that community is powerful. It's the people who encourage us, show up for us, and lend their gifts to bring a vision to life. Success doesn't happen in isolation. It is the product of relationships, shared experiences, and collective effort.



Thank you, Theo, Paul, Zibi, and everyone who welcomed me with open arms to your country and your amazing event. This trip reminded me that when we lean on one another, invest in each other, and build together, the outcome is far greater than anything we could achieve alone.

EXPANDING BRANDALIVE'S REACH

While I was in Lagos, I had the privilege of meeting Chibueze Chime, whose passion for empowering young entrepreneurs was immediately clear. Chime has joined us in promoting my book *Your Brand Is A Promise* and other aspects of BrandAlive in Nigeria. He believes strongly that entrepreneurs there can benefit from what we're doing, and has already begun rolling out content to young entrepreneurs. The goal is to relentlessly communicate the value of this book to the next generation of leaders.



I'm super excited about what Chime has shared with us about how *Your Brand Is A Promise* is impacting entrepreneurs in Nigeria.

Stay tuned on the work Chime is doing in Nigeria — it's an inspiring story in the making.

10X VETS SYSTEMS & SCALE CIRCLE SPOTLIGHT

I'm excited to share that I was featured in the 10X Vets Systems and Scale Circle Spotlight this month.

The 10 Vets Systems and Scale Circle, where I am an active member, is built for veteran business owners focused on streamlining operations, scaling sustainably, and stepping out of daily execution.

I'm grateful for this community of veterans helping each other grow smarter, not just harder. You can read the full feature [here](#).



SPEAKING TO ITHACA COLLEGE

It is an incredible honor to be a continuing guest speaker for Ed Catto's students taking his "Hidden Entrepreneurs" course at Ithaca College in New York. I was ecstatic to have this opportunity once again to speak to this group of young entrepreneurs! Ed's class highlights unique and unexpected entrepreneurs and how their entrepreneurial spirit helps drive business at so many levels.

I presented the knowledge I've shared in my book, *Your Brand Is A Promise*, and how these students can develop their personal brand. If you're an entrepreneur working to build your own personal or company brand strategy, you may benefit from this knowledge too. Reach out if you'd like to learn more!



UPDATES TO THRIVEALIVE.AI

Many of you have heard me talk about BrandAlive.AI in previous newsletters and on LinkedIn. I'm excited to share an update on where we are today.

At the beginning of this month, James Rodriguez officially joined our team. James Rodriguez became an official member of our team. James is the former Assistant Secretary at Department of Labor, Veterans Employment and Training Service. With his incredible reach and passion for the military, veterans, and their spouses, we are thrilled to have him helping us with business development and strategic partnership outreach.

In addition to bringing James onto the team, **we have incorporated our company under the name, ThriveAlive.AI**, so you will see emails now coming from pete@thrivealive.ai.

Perhaps most exciting of all, we are launching our platform this week with our very first client. We can't wait to help these new ThriveAlive.AI members define their Purpose, Vision, Mission, and Values as they begin their journey with us.



DAV CAFFEINE CONNECT & PATRIOT BOOT CAMP

As a frequent DAV Patriot Boot Camp volunteer mentor, it was a pleasure to join DAV in a Caffeine Connect session helping “vetrepreneurs” with their personal branding. Caffeine Connect is their special digital event designed to support entrepreneurs in the veteran and military connected community. Watch the video [here!](#)



The DAV (Disabled American Veterans) Patriot Boot Camp brings together early stage veteran entrepreneurs with established entrepreneurs who have experience and advice to offer as mentors. It was an even easier yes, agreeing to participate in Caffeine Connect, their special digital event designed to support entrepreneurs in the veteran and military connected community.

I’m looking forward to DAV Patriot Boot Camp’s fall cohort this October. This program has been a game-changer for so many veteran and spouse founders, equipping them with not only world-class mentorship and business education but also a community that truly understands their journey.

If you are a veteran entrepreneur (or know one), this is an incredible opportunity to gain practical tools, connect with business leaders, and even compete for non-dilutive funding in their live pitch contest. It’s inspiring to see DAV continue to empower those who’ve served us all.

SIGN UP FOR THE FALL COHORT HERE!

MANILA BOOK FAIR

My book, *Your Brand Is A Promise*, was featured at the Manila International Book Fair from September 10–14 at the SMX Convention Center Manila. As the Philippines' largest and longest-running book fair — and one of the largest in Asia — it offered a wide selection of books, literary events, and exclusive deals. It was a privilege to have my book included among such a vibrant community of readers and publishers.

And the journey continues! Next, my book will be traveling to the Frankfurt International Book Fair from October 15–19 — the biggest and most respected book fair in the world. With over 300,000 attendees, thousands of publishers, agents, and readers from more than 100 countries, it's truly the global stage for books.

Remember what I've said before — you never know where a connection can take you. Business has its ups and downs, but moments like this remind me that surprises can turn into opportunities. I never imagined my book would become a frequent flier!



LATERAL BRAND EXPANSION WITH



I've been a member of Licensing Executives Society International (LESI), a global organization for licensing executives, for the past decade, and have benefited so much from the industry discussion and expertise from others in the licensing field. I especially like that there are a lot of intellectual property attorneys in the organization, and although I know a lot about the legal aspects of licensing when it comes to brands, I think it's so important to be around those who do this for a living and have insight that can benefit me and the work of the clients I represent. So you can imagine how thrilled I was to be invited to conduct a series of webinars through LES that offers a business and branding aspect to licensing.

Over the next year and a half, I'll be leading five sessions that take a deep dive into the LASSO framework I co-created with Mark Di Somma. The first one was on 9/16 and was focused on what it means to expand a brand Laterally (the L in LASSO). I provided examples of a lateral expansion, discussing the goal when expanding laterally and reviewing the decision of when to move. We looked at brand expansion failures and how to take steps to improve your success rate when expanding. I defined a brand's Expansion Point, how to use the concept when identifying categories for expansion and provided a case study on the Caterpillar brand that reinforces it. Attendees walked away with key takeaways that will help in their decision-making process going forward.

I will cover sequential elements of the LASSO framework in subsequent webinars, so be on the lookout for the next one on what it means to have an Addictive (the A in LASSO) brand that will take place in November. Presentations on Storied, Scalable and Own-able will take place in 2026. I'd love for you to join me in the future and let me support you in making your brand the best it can be! Sign up for the November session [here](#).

DID YOU MISS THE SEPTEMBER WEBINAR?

ACCESS THE RECORDING BELOW:

[LATERAL BRAND EXPANSION, PART 1 - SEPTEMBER 16](#)