

Orly Zeewy, MBA

Author, Ready, Launch, Brand

Zeewy Brands, LLC, Brand Whisperer

Your Facilitator of Lightbulb Moments

orly@zeewybrands.com | 610 513.2363

Click on icon to go to site

Speaking Topics

I Can't Hear You! How to Stand Out in a 5-Second World

Switch Your Pitch: How to Turn Conversations into Leads

Turning Fuzzy Messaging into LinkedIn Gold

How to Avoid Death by PowerPoint

It's a Noisy World. Stand Out.

Orly Zeewy is an author, speaker, educator, and facilitator of lightbulb moments. Her superpower? She makes fuzzy clear. She helps entrepreneurs turn fuzzy content into clear marketing messages that help them attract their ideal clients and grow their business.

In addition to her consulting work, Orly is a popular speaker and has appeared on more than fifty podcasts. She has lectured at Wharton and taught in The Close School of Entrepreneurship at Drexel University, and the University of Pennsylvania. Orly has led workshops and webinars for more than a dozen organizations including the Health Action Council, Forbes Business Council, Rowan University, Princeton, VIATEC and the Global Innovation Institute (GInI).

Prior to starting her consulting practice, she ran the award-winning Zeewy Design and Marketing Communications firm for 14 years and directed marketing programs for national clients such as CIGNA, Kraft Foods, and Prince Tennis.

Orly has been featured in the Female Entrepreneurs Magazine, Medium and Canvas Rebel. She has contributed articles national publications such as Small Business Trends, The Marketing Journal and Lioness Magazine. Her book: *Ready, Launch, Brand: The Lean Marketing Guide for Startups* was published in May 2021 and was endorsed by Seth Godin. It was the #1 new business book release on Amazon in April 2021. Her new book, Why NOT Me? The Female Guide for Entrepreneurship will be published in 2026.

Orly holds an MBA in Strategic Design from Jefferson, and is a graduate of the Cincinnati College of Design, Architecture and Art, one of the top design programs in the U.S.

Orly grew up in Lausanne, Switzerland and is bilingual in French and English.

Select Engagements

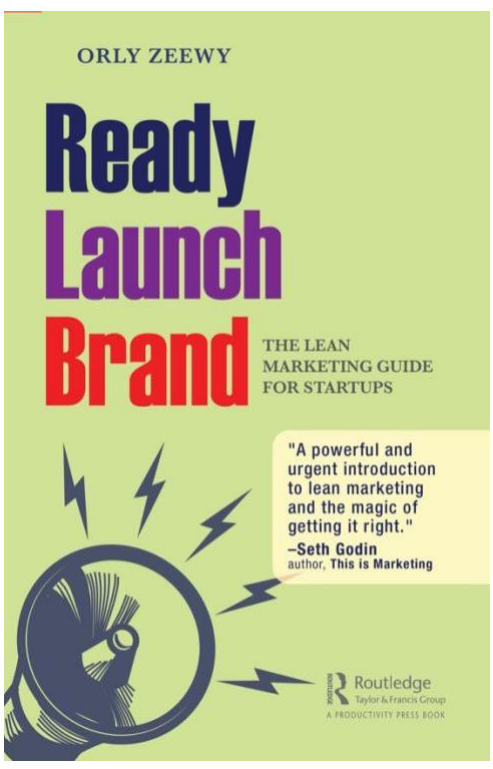
June 3	*The Small Business Show* Podcast
May 29	*Switch The Pitch: How to Turn Conversations into Leads* Webinar
May 13	*Behind The Clicks: What Websites Get Wrong* Webinar
Apr 28	*Founder Coffee: AI x Grow* Podcast
Apr 8	*LinkedIn Gold: How to Stand Out in a Noisy World* Webinar
Mar 25	*Online Business Launch* Podcast

Orly delivered a thoroughly thought-provoking Keynote at our national organization's meeting to more than 100 of our members. She challenged a room full of scientists to shift from "selling products" to helping their customers discover" why their products are right for them. The insights she shared gave many of us a new way to think about our online messaging. Anyone looking for a gifted and engaging speaker should be talking to Orly

S.D. Peterson, Global Sales Account Manager

Working with Orly was exactly what I needed to get unstuck in moving my new keynote speaking business forward. She was part brand architect, part accountability coach and all encourager and synthesizer of ideas. She expertly and efficiently took my abstract ideas and delivered concrete audience identification, messaging and talking points that I can now use to communicate what sets me apart from other speakers.

Heather Tolley-Bauer, Keynote Speaker, Director of Humor Relations



Orly Zeewy, Author, Ready, Launch, Brand: The Lean Marketing Guide for Startups

Think of a startup with all its moving parts as flying a plane, while you're building it, booking passengers, marketing the airline, interviewing co-pilots, and serving coffee. In her book, Orly Zeewy navigates the turbulence, and provides a flight plan so you know when you've landed in the right airport.

This book offers real life startup stories, explores common marketing myths, and provides exercises from the author's build-a-brand process. Ready, Launch, Brand shows entrepreneurs how to build their brand right, from the start, so they can avoid being one of the nearly 50% of startups that fail by year five.