



Established in 2008, Canopy partners with B2B and B2C brands to deliver blue sky strategy and innovation, branding and design. Our proprietary approach allows us to uncover brand, product and service challenges that inspire new, groundbreaking market-ready opportunities to help launch them to new heights.

Learn more at www.canopybrandgroup.com



Marc Sampogna, Partner: With 20 years of experience, Marc has helped build and successfully launch brands small, medium and large through his branding, creative & innovation expertise. With a career spanning senior positions at Grey Global Group, Sterling Brands and Canopy (which he founded), Marc delivers a holistic perspective that enables brands to see their full potential. [View Marc's Profile](#)



Francesca Vitali-Allevato, Partner: Francesca has 20 years of experience in the world of innovation and branding. Having worked at world renowned branding and design agencies, she has innovated and created brand strategies for some of the biggest global brands, helping bring to life innovations across categories from Health and Wellness, Beauty and CPG, to name just a few. [View Fran's Profile](#)



Alan Vladusic, Chief Creative Officer: Alan began his career in 1999 at Publicis Germany, where he won his first Cannes Lion. Alan's creative work has been recognized by major award shows globally, including The One Show, Clio Awards, D&Ad, the Art Directors Club and Cannes Lions, and has been ranked one of the Top 100 Creatives in Asia. His visionary, sometimes edgy approach moves brands from their comfort zone into new prosperous areas for them to flourish. [View Alan's Profile](#)



WHY US / WHY NOW

We believe in experimentation and constant learning, and have established ourselves as a small, agile and flexible agency with very big agency experience, without the sticker shock.

Canopy is the perfect match for brands and businesses looking to evolve and remain a leader, while at the same time be cognizant of how and where they spend.

We choose to run lean – it allows us to be more agile. Our senior experts from innovation, branding, design and digital are as hands-on as possible. This attention avoids the missteps that happen with inexperience, and successfully delivers results in less time, and on budget.

Along with our very senior team, we have a unique ability to deliver work using an omni channel approach leveraging our innovation and strategy expertise, which we carry out across any touch-point. We believe this makes us somewhat of a unicorn in the industry.



My, what big ears we have.

What you say matters. We believe that listening plus expertise equals understanding. At O'Connor Davies, we are dedicated to providing a deeper understanding of client needs within our complete range of accounting, auditing, management and tax advisory services. Here, partners and professionals utilize a hands-on approach to listening and leading efforts both domestically and internationally, thanks to our membership in the PKF International network. This approach results in a high level of client satisfaction and continues to fuel our growth.

**O'CONNOR
DAVIES**

PKF An Independent Member
of PKF International

AUDIT | TAX | CONSULTING

For more information, please contact:

Mathew K. Wayne, Managing Partner
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EXPERIENCE & OFFERS

We've been fortunate to work with brands of epic proportions, but size doesn't matter to us, we thrive either way. It's more about having that challenger mentality and desire to carve out a space of your own.

Our expertise and focus span across Health & Wellness, Food & Beverage, Beauty, Personal Care and Finance. But we've honestly worked across every industry there is, so we have a very open mind when it comes to the B2B and B2C brands we work with.

Our services consist of
Strategy & Innovation, Branding, Design & Creative Execution.

For more information and work examples please contact:
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