EBA

ExecBrand Authority

Built for trust. Engineered for revenue.

About

ExecBrand Authority (EBA) is a boutique executive brand and thought leadership firm that positions senior leaders as the recognized authority in their category. We work with founders, CEOs, and executives to build brands that are Measurable, Memorable, and Monetizable — spanning narrative strategy, thought leadership, media placement, and speaking platform development. Our work is anchored in the EBA Index, a proprietary benchmark that measures and tracks executive brand strength over time.

Overview

Trust doesn't happen by chance. It's built through consistent visibility, credible expertise, and market recognition. ExecBrand Authority transforms executive expertise into market authority through books, articles, media, speaking, and a digital presence that customers, investors, and AI can find.

You run the business. We build the brand. The revenue will follow.

Your Brand's Most Strategic Asset

You can't hire just one person for this, you need a team.

Most executives come to us asking for a book, podcast appearances, or a stronger LinkedIn presence. What creates real momentum is being known as a unique leader with a differentiated point of view — someone who solves a specific problem more convincingly than the competition fighting for the same attention. That's what we build. Not just deliverables. Authority that is Measurable, Memorable, and Monetizable. We've done this work across technology, financial services, professional services, and organizational change — for founders, CEOs, and the leaders coming up behind them. Building executive brands that drive measurable business value.

"Think of us as your brand authority team — the senior firepower of a chief marketing officer, built around you."

We move fast, learn your voice, and build authority that multiplies. The brand keeps growing while you stay focused on the business.

We sharpen your positioning, elevate your lead quality, and shorten your sales cycle. Every engagement ties to results you can track — because positioning is the one investment that compounds across every channel.

The Business Case

In the trust economy, authority is the asset that compounds.

14X

ROI on CEO thought leadership investment.

44%

of company reputation is tied to the CEO.

55%

of decision-makers grew business via thought leadership.

73%

of decision-makers trust thought leadership more than other indicators of capability.

In the trust economy, authority is the asset that compounds. The most trusted name in your market should be yours.

The EBA Index™

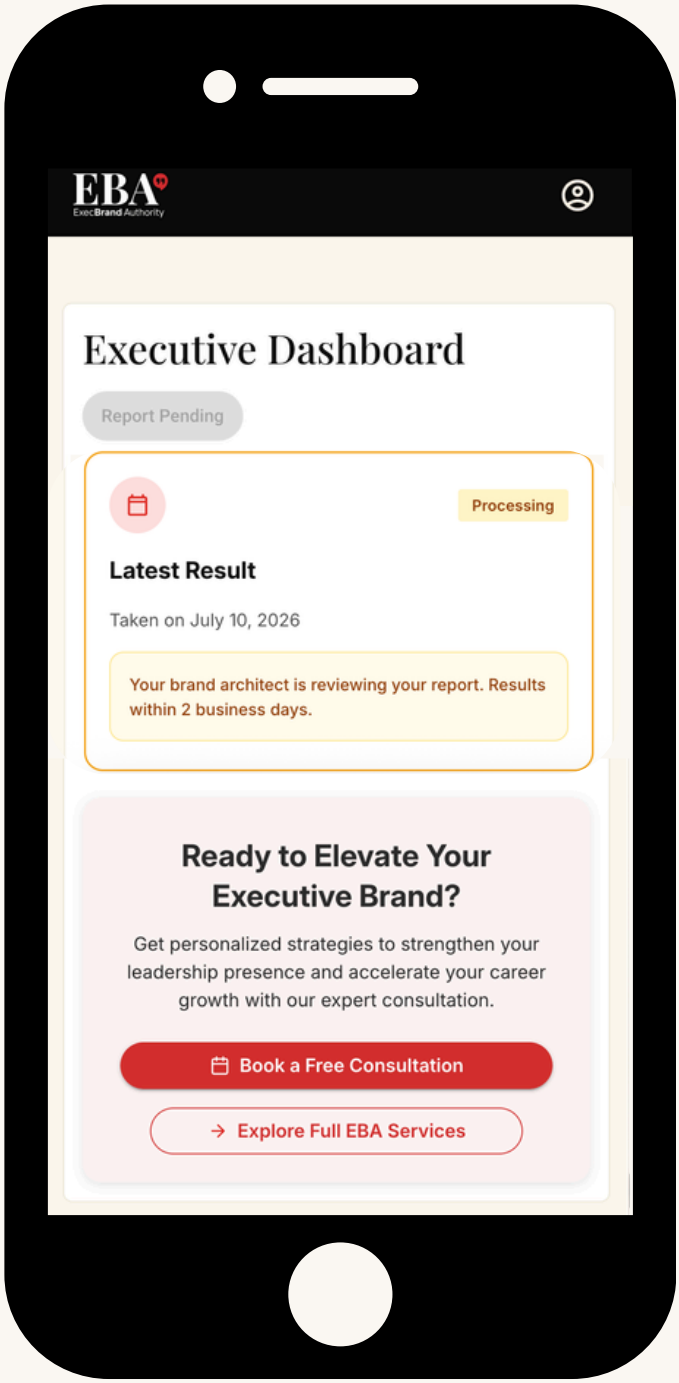
What Is the EBA Index?
How Executive Authority Is Measured.

A clear view of where you stand — and where to focus. The EBA Index is our proprietary authority scoring system for executives who need visibility, credibility, and influence that drives real business value.

The EBA Index is a 0–100 framework that quantifies an executive's visibility, credibility, and influence across ten weighted dimensions of authority. Every score is built from two inputs working together.

First, structured research maps validated data points across an executive's public footprint — profiles, media coverage, published work, speaking history, and how the executive surfaces across search and AI assistants.

Second, our strategists weigh, verify, and contextualize every signal against the executive's specific goals, so the score reflects real authority rather than raw activity. Each score is documented at baseline and re-measured quarterly, so progress stays visible over time.



The 10 Dimensions of Authority

- **Media Presence** — Earned coverage, interviews, features, and press mentions
- **Social Influence** — Platform reach, engagement quality, and audience relevance
- **Public Speaking** — Keynote bookings, panel participation, and stage credibility
- **Thought Leadership** — Published books, articles, frameworks, and original point of view
- **Authority Platforms** — Podcasts, video series, owned media, and content ecosystems
- **Networking Power** — Strategic relationships, board seats, and advisory roles
- **AI Discoverability** — How search engines and AI systems surface your expertise
- **Industry Recognition** — Awards, rankings, and third-party validation
- **Community Impact** — Mentorship, thought leadership contributions, and cultural influence
- **Growth & Risk** — Trajectory of authority growth and reputational vulnerabilities

Guiding Principles

- Architecture before construction.
- Authority is strategic, not tactical.
- Visibility without positioning is noise.
- You can't improve what you don't measure.
- Elite execution requires elite expertise.
- Human-first strategy, AI-accelerated scale.

Domain Expertise

- Technology & SaaS
- Financial Services
- Professional Services
- Organizational Change & Leadership
- Entrepreneurship & Venture
- Private Equity
- Healthcare
- Legal & Compliance

Meet Our Team

We are internationally recognized authors, award-winning PR strategists, journalists, and executives — operating as one cross-disciplinary authority system.

By the Numbers

- 500+ Speaking Engagements
- 40+ Published Books
- 1,100+ Podcast Episodes
- 25+ Television Appearances
- 500+ Published Articles
- 50+ Industry Awards

Our team brings together award-winning writers, PR strategists, business executives, and brand architects — each a recognized expert in their discipline, operating as one integrated authority system for our clients.

Donald Thompson
Board Chair + Lead Investor

Bob Batchelor
Chief Creative Officer

Jackie Ferguson
Senior Advisor

Jason Gillikin
Director of Business Development

Amie Thompson
Director of Client Success

Angella Perez
Executive Assistant

Associates

Taylor Blount — Client Visibility

Sanah Suranah — Content & Research

Pradyun Konala — Campaign Operations

Strategic Partners

Josh Schwartz — Publishing & Digital Marketing Strategy

Sal Reyes — Content & Thought Leadership

Learn more about the EBA team here: https://execbrandauthority.com/about

Real Leaders. Real Results.

Donald Thompson
Multi-exit CEO, author of Underestimated and
The Employee Engagement Handbook

"Before EBA had a name, my thought leadership efforts were its proof of concept. I'd built and sold companies and still walked into rooms where people didn't know me or my expertise. In response, my team created a campaign focused on building my reputation globally as a thought leader on executive leadership and workplace excellence. The results were extraordinary, from winning an award for my leadership memoir Underestimated to having a consistent presence in the media and winning awards. I know EBA's strategies work, because I've already run the playbook for myself."

C-Suite Executive, PE-Backed SaaS Company

"We're preparing for a Series C and our board kept asking about my executive visibility. EBA built a system—measurable, strategic, not just posting on LinkedIn. Six months in, I had published thought leadership, a clearer point of view, and the visibility our IR team could actually point to."

★★★★★

Executive Coach & Consultant

"I hired three agencies before EBA. They all wanted to manage my social media or get me on podcasts. EBA showed me the gaps—where I was invisible and why it mattered. We built a strategic content system and positioned my expertise properly. Now I have the visibility and credibility I was missing."

★★★★★

Former C-Suite Executive

"I spent over 20 years building credibility at Starbucks and GSK. When I went independent, I needed a brand that matched that pedigree. EBA gave me the positioning, the platform, and the strategic clarity to launch as a recognized authority—not just another consultant."

★★★★★

Brand Assets

Logos

VISIBILITY • IMPACT • INFLUENCE

Typography

Aa

Playfair Family

TT Interphases

AaBbCcDdEeFfGgHhIiJj
Kk Ll MmNnOo PpQqRr
SsTt UuVvWwXxYyZz 01
234 5678910

Atkinson Hyperlegible

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Brand Assets

Colors

Boilerplate

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Contact Us

WEBSITE
www.execbrandauthority.com

EMAIL
hello@execbrandauthority.com

LINKEDIN
www.linkedin.com/company/
execbrand-authority

YOUTUBE
www.linkedin.com/company/
execbrand-authority

MEDIA

For media inquiries, please
contact Bob Batchelor
Chief Creative Officer
bob@execbrandauthority.com