

Alice Pettrey

Founder & CEO • NDS Enterprises LLC

Creative Director • Brand Strategist

Author • Advocate • Speaker

*“Clarity is my craft.
Connection is my cure.”*

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www.ndsenterprises.llc

Booking: Schedule a Call

<https://tiny1.org/MeetNDS>



About Alice

Alice Pettey is a brand strategist, creative director, and author with more than two decades of experience guiding businesses through brand transformation. As Founder & CEO of **NDS Enterprises LLC**, she leads four divisions including **Brand Medic™**, **Differentiate Magazine**, **Neurotic Dog Studios**, and **Branding Rx**.

She is the author of multiple works on branding, including *The Brand Medic Method™*, *Branding Your Practice*, *The Hidden Cost of Poor Branding*, and most recently, *Resonance Over Reach*. Through these works, she has developed signature frameworks such as the Brand Medic Method™ and Brand Health Snapshot, empowering health and wellness practices to align their messaging, restore patient trust, and reignite practitioner passion.

Alice also brings a deeply personal perspective. As the mother of a child with Smith-Magenis Syndrome, she became an advocate for caregiving families navigating systemic failures in healthcare and social services. After her son's passing, she began writing *Mourning in America*, a powerful exploration of grief, systemic shortcomings, and resilience. Her lived experience informs her voice as a speaker, blending professional expertise with human empathy.

*"I don't just design brands
— I prescribe them."*



Resonance Over Reach

A call to stop chasing vanity metrics and start building real connections. This book shows why lasting impact comes from resonance with the right audience, not reach at any cost.

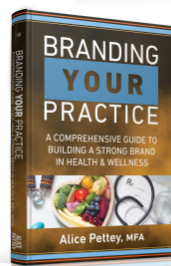


The Brand Medic Method™

A proven framework for diagnosing brand problems and prescribing practical solutions. Alice introduces a system that restores clarity, strengthens patient trust, and fuels sustainable growth.

TBMM™ Perscription Notes

A hands-on companion with exercises, prompts, and templates to help readers implement the principles of The Brand Medic Method™ in their own practice.



Branding Your Practice

A guide designed for health and wellness professionals to build brands that attract the right patients. Practical, approachable, and centered on creating authentic trust and alignment.



The Hidden Cost of Poor Branding

Reveals how weak branding silently drains revenue, credibility, and morale. This book uncovers hidden risks and offers a roadmap to stop the leak before it undermines your practice.

Mourning in America (in progress)

A deeply personal exploration of grief, systemic shortcomings, and resilience, written after the loss of Alice's son. It blends memoir with advocacy for cultural and systemic change.

Signature Speaking Topics

Branding & Professional Growth

The Brand Medic Method™

Branding isn't cosmetic — it's systemic. In this session, Alice walks audiences through her proprietary framework for diagnosing brand problems, prescribing solutions, and building healthier, more resilient organizations.

Resonance Over Reach

Likes and clicks don't build legacies. Alice shares why deep connection matters more than chasing numbers, and how brands can shift from vanity metrics to meaningful resonance with their audiences.

Branding Your Practice

For health and wellness professionals, branding can make or break patient trust. Alice demystifies the process, showing practitioners how to align their visuals, voice, and experience to attract the right patients and serve them better.

What Branding Really Is

Most people mistake branding for logos. Alice reveals the deeper truth: branding is a system of meaning, connection, and trust — and she gives audiences a practical lens for building one.

The Hidden Cost of Poor Branding

A weak brand quietly drains revenue, morale, and credibility. Alice uncovers the hidden ways poor branding undermines success and equips audiences with the tools to stop the leak.

The Authority Ecosystem™

Expertise isn't enough in a noisy marketplace. Alice shows how to build a living ecosystem of authority that turns knowledge into influence and credibility into opportunity.

Personal & Advocacy

Mourning in America

Grief is universal, yet our culture avoids it. Alice draws on her personal story to challenge how we approach mourning, offering a call for empathy, systemic reform, and healthier conversations about loss.

Caregivers:

The Unseen Backbone

Behind every patient is a caregiver carrying invisible weight. Alice shines a light on their overlooked role, exposing systemic failures and offering a vision for change.

Failures of the System

From healthcare to social services, Alice's journey as a special-needs parent revealed cracks that families fall through every day. She brings those lessons forward, blending story with advocacy for better systems.

Discovering Passion Through Loss

Loss can become a catalyst for clarity. Alice shares how personal tragedy became the spark for her mission to build more meaningful brands and create systemic impact.

The Happy Practice Movement

Burnout doesn't have to be the norm in healthcare. Alice introduces a movement identity that helps practitioners reclaim joy, align their culture, and transform how they serve patients.

Formats

- Keynotes (20–60 minutes)
- Workshops (branding, storytelling, practice growth)
- Panels & Fireside Chats
- Retreats & Intensives

Audience Fit

- Healthcare conferences
- Branding/marketing summits
- Leadership retreats
- Advocacy events
- Creative industry gatherings

Past Engagements & Features

- Editor-in-Chief, *Differentiate Magazine*
- Guest on podcasts covering branding, practice growth, and advocacy
- Presented at the Podcasting Profit Summit 2024
- Hosted and facilitated branding workshops for healthcare practices through LinkedIn
- Hosts & Facilitates the Happy Practice Reboot Sprint for healthcare practices and practitioners
- Presented at the 2024 & 2025 Bold Beautiful and In Business Summits
- Present and provide mini-trainings at networking meetings including RCG & CIBN

Testimonials

"It has been my pleasure to deal with Alice Pettey in creating custom newsletters. She has answered every question and concern fully and completely for me. With each newsletter from Alice, I received everything I wanted – terrific representation with an interesting, varied and timely newsletter for our clients! If you are looking for a branding and strategic design consultant who is truly responsive and creative, you will surely want to work with [Neurotic Dog Studios] Alice Pettey!"

Nancy Anglis, LDH
Practice Manager,
Leonard F. Anglis, LDH

"Alice brings clarity to branding in a way that makes it human, actionable, and inspiring."

-TL

"Her story is powerful, her strategy is practical, and her delivery is unforgettable."

-WK

Media Resources

Approved bios

(short, medium, long)

High-resolution headshots

Book covers

(*Resonance Over Reach*, *The Brand Medic Method™*, etc.)

Logos

NDS Enterprises, Brand Medic™, Differentiate Magazine

To access the above, visit:

ndsenterprises.llc/media

It is without reservation that I can highly recommend Alice Pettey [Neurotic Dog Studios] for anyone looking for an amazing graphic design, branding, and logo creation professional. I have had the good fortune of working with Alice and she has ALWAYS created beautiful work, in an extremely efficient manner and responded to every request even when we were under a severe time crunch. She is truly an incredibly talented creative who helps turn my vision into reality.

Todd M. Villarrubia
Founder, Fountainhead Global, Fountainhead Development Partners

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