



BARBARA CARNEIRO

Brand Curator • Neurodivergent • Geek
Senior Strategist • Speaker • Mentor

I am a Latina serial entrepreneur and communications futurist. I'm a mentor and senior strategist with a communication degree from the University of North London (UK) and the Universidade da Beira Interior (Portugal).

I am the founder of two branding agencies, now focused on Spice Ink (spiceink.com) and the author of the Brand Curation Profile, the framework behind 432 possible brand combinations for brand positioning.

SIGNATURE TOPICS

- ✓ **Off Brand:** The 431 ways your brand could be off
- ✓ **The Curation Age:** from information to engagement to the age of curation
- ✓ **Brand Curation:** what brand confusion costs you every quarter
- ✓ **Branding with AI:** how to profile your brand before you prompt
- ✓ **Generations:** how each generation decides whether to trust a brand

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