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Linda Ong is the brand strategist for TruthCo., a unique brand consultancy that introduces new brands to popular culture and helps existing brands stay culturally relevant. Ong has been at the center of some of the most high-profile brand transformations in the media and entertainment industry over the past 20 years including the brand strategy for surging History Channel, the re-launch of Bravo, ongoing brand strategy for the Ellen DeGeneres Show and the recent ascendance of Univision. Prior to opening her own shop, Ong was senior vice president of marketing for Oxygen Media, where she oversaw the multi-platform launch of Oxygen Network. Prior to that, she was managing director of strategy and creative director for Lee Hunt Associates, with clients such as MSNBC and Sundance Channel. Her award-winning work and involvement serving on the boards of AIGA/NY and PROMAX/BDA have led her to be a popular industry speaker and cultural commentator for Ad Age, TheWrap, The Hollywood Reporter and Entertainment Tonight. Join the conversation on Twitter @TeamTruthCo and learn more at www.truthco.net.