



# MARC SAMPOGNA



“*Ideas without borders.*”

ENTREPRENUER • INNOVATOR • MENTOR

# MARC SAMPOGNA



**Meet Marc Sampogna** - Founder of Canopy Brand Group, a NYC-based branding agency established in 2008. His foresight and creative thinking were the foundation for the unique philosophy of "Ideas Without Borders", which has made Canopy Brand Group into a fast rising agency within the branding space.

Marc spent 10 years in the branding industry before launching Canopy. His passion for Advertising started as a youngster watching his father, Frank Sampogna, now Chairman of Canopy, prepare for new business and creative pitches while at such legendary agencies as Wells Rich Greene, Grey Advertising, Ogilvy & Mather and others. His father's dedication, innovative thinking, and ability to push boundaries truly inspired Marc. That mentoring and guidance continues today.

Always on the move, Marc thrives on the unconventional. Through his personal background and love of competitive sports, Marc welcomes competition - in fact he thrives on it. He believes he can help clients solve their most challenging issues based on his creative, strategic, and limitless thinking.

To date, Canopy flourishes with a list of notable clients and experience with Live Gamer, Global Cash Access, Pepsi, Nokia, Tropicana, Stoli, and Ali & Kris to name a few. Despite Marc's buttoned up style, he is a rebel motivated by a challenge, and focused on perfection. What he has learned, he shares. Marc's passion for encouraging youth to be ones authentic self, never settling, and remembering to dream beyond big is the theme of his first "Suit & Tie" youth empowerment panel. Partnering with select non-profit organizations in New York City, the focus will be on education, current youth topics, and inside tips for success and motivation.

Marc finds balance by believing you should enjoy life and be open to exploration as much as you focus on work. As he continues to push Canopy to new heights, his creativity and flair for the dramatic has expanded across multiple platforms, having been featured on Bravo TVs reality dating show "Love Broker", and currently in development of a docu-series focused on the entrepreneurs of New York City, and their road to success.

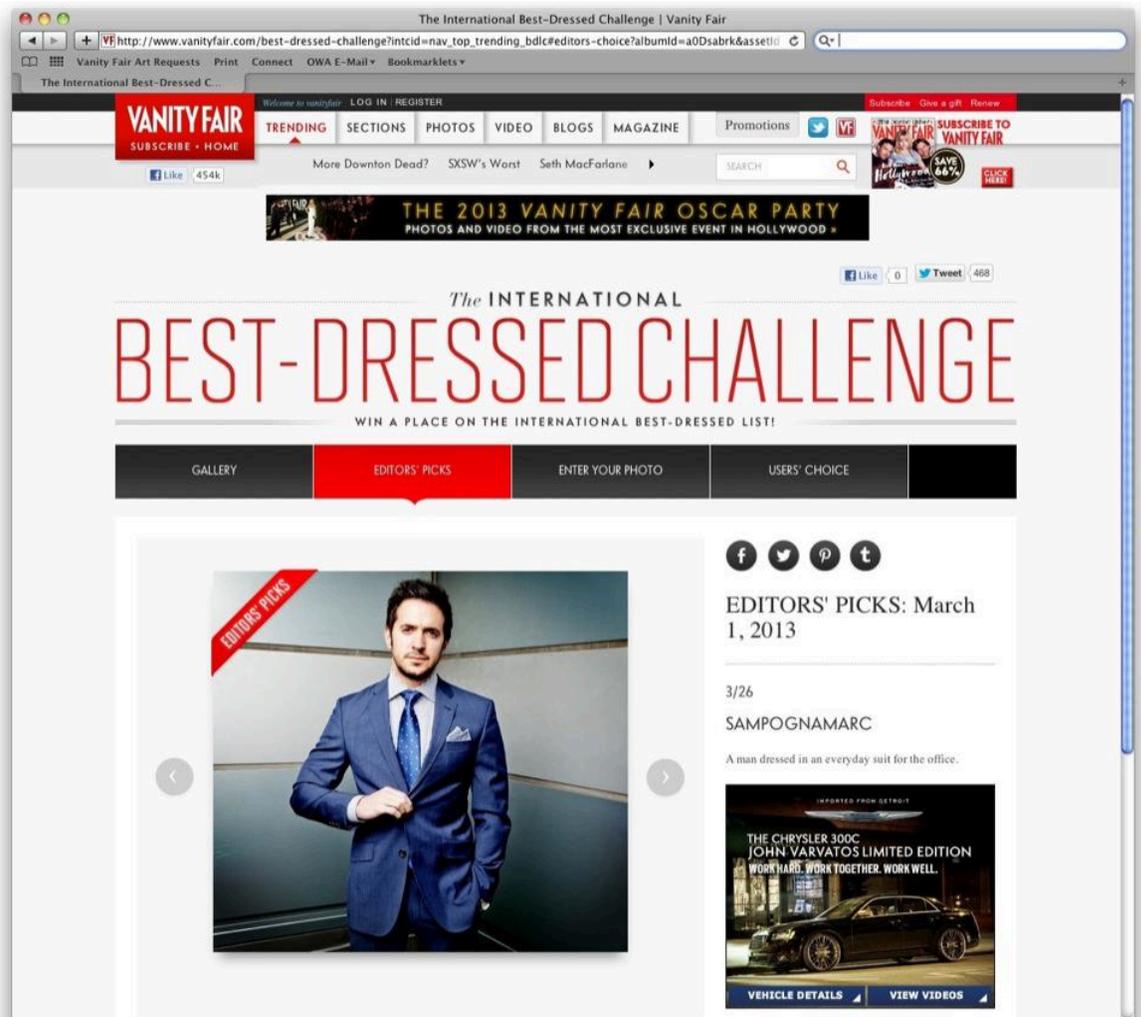
Talented, driven, with an entrepreneurial spirit, Marc's mantra is to bring a new idea to the table everyday, see it be brought to life, then flourish.

**ENTREPRENEUR • INNOVATOR • MENTOR**

# MARC SAMPOGNA

## Highlights

- Voted best dressed in Vanity Fair's International Best Dressed Challenge 2013
- Cast member of Bravo's 'LOVE broker'
- Launched luxury Italian leather brand, Allora Italia
- Pioneered revolutionary luxury car service company, Carlux, first car services with wi-fi technology and concierge style service
- Responsible for original Tropicana rebranding in 2006
- Featured in NFIB



**NFIB**  
The Voice of Small Business®



ENTREPRENEUR • INNOVATOR • MENTOR

# MARC SAMPOGNA

Notable Brands Canopy Client Experience:



NOKIA



O'CONNOR  
DAVIES



Tropicana®



Notable Brands Marc has touched throughout his career include:

AXE



WILD  
TURKEY®  
BOURBON

optimum.



# MARC SAMPOGNA

“

*Success breeds complacency.  
Complacency breeds failure. Only the  
driven survive.*

”



ENTREPRENUER • INNOVATOR • MENTOR



# MARC SAMPOGNA

Media & PR Inquiries:  
Ahlilah Longmire  
[ahlilah@teslagroup.com](mailto:ahlilah@teslagroup.com)  
917.280.4806



@SampognaMarc



Facebook/com/mdsampo



Linkedin.com/marcsampogna



@SampognaMarc

[www.MarcSampogna.com](http://www.MarcSampogna.com)