

Attention is rented. Meaning is owned.

AUTHOR • SPEAKER • BRAND IP ARCHITECT • FOUNDER • ADVISOR



SPEAKER INFORMATION & MEDIA PACK

ABOUT OANA

Oana Leonte is a brand IP architect, author and founder building the case for brand meaning as a measurable asset.

Over **twenty years** inside Disney, Warner Bros., Nickelodeon and PUMA, she worked from inside some of the **most valuable brands in the world** — and saw what separated the ones that endured from the ones that didn't. The answer wasn't budget, reach or distribution. It was meaning, encoded in IP, compounded over time.

Today, Oana leads two ventures built on that thesis. **unmtchd.** is an IP-led advisory practice working with legacy brand CEOs and solo founders on the architecture of brands designed to compound. **BrndOS** is a platform that scores brand heritage as a financial asset, helping European consumer brands in fashion, sport, beauty, F&B and automotive surface what they already own.

Her debut book, **The Architecture of Meaning: What Makes Great Brands Last and Impossible to Copy**, is published *September 2026*.



"Attention is rented. Meaning is owned. Everything that lasts is built with coherence and consistency."

— Oana Leonte

EUROPEAN ROOTS

Born in communist Romania, Oana grew up with almost no exposure to brands — then watched her parents build a cosmetics distribution business in the 1990s as the country opened. She has lived and worked across Madrid, London, New York and Herzogenaurach, and now splits her time between Herzogenaurach and Valencia. She speaks Romanian, English, Italian, Spanish and German, and advises clients and speaks globally.

SPEAKER INFORMATION & MEDIA PACK

STAGES & ROOMS

Oana spent twenty years speaking inside the houses she's now writing about. Her first public keynote was Athens, February 2026 — the start of a wider speaking circuit launching alongside the book.

FEATURED EVENT — ATHENS, FEBRUARY 2026

Keynote at **All Things Facebook & Instagram Conference**, hosted by Boussias Events. Oana spoke on brand IP in the age of cultural ecosystems — using Bad Bunny's brand architecture as a case study for what compounds and what evaporates.

"Oana walked in and changed the way we think about what our brand actually stands for."

– Producer, All Things Facebook & Instagram Conference, Athens

TWENTY YEARS OF SPEAKING

Before stepping onto public stages, Oana led **keynotes, brand strategy reviews, licensing pitches and executive offsites** inside Disney, Warner Bros., Nickelodeon and PUMA. Audiences ranging from C-suite to creative directors.

2026 ONWARDS

Public speaking circuit launching September 2026 alongside the launch of her debut book. Selected confirmed and upcoming engagements available on request.



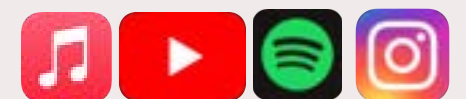
OANA'S ESTABLISHED PODCAST

The Unmtchd. Podcast explores journeys of entrepreneurs reshaping business by aligning purpose and impact with success.

- Global **top 2% podcast** show (Listen Notes).
- Spotify **15% most shared** business podcast.
- Over **150 episodes**.
- Listeners in over **40 countries**.



THE UNMTCHD. PODCAST
Oana Leonte



The Unmtchd Podcast

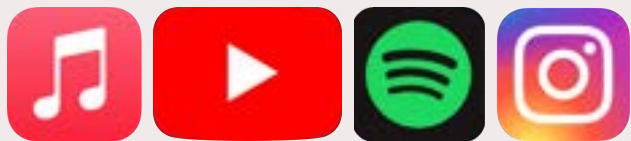
PLATFORM & AUTHORITY

Oana's voice reaches founders, CEOs and brand leaders across three channels:
a **co-hosted podcast**, a **weekly Substack**, and an **active LinkedIn presence**.



THE UNMTCHD. PODCAST

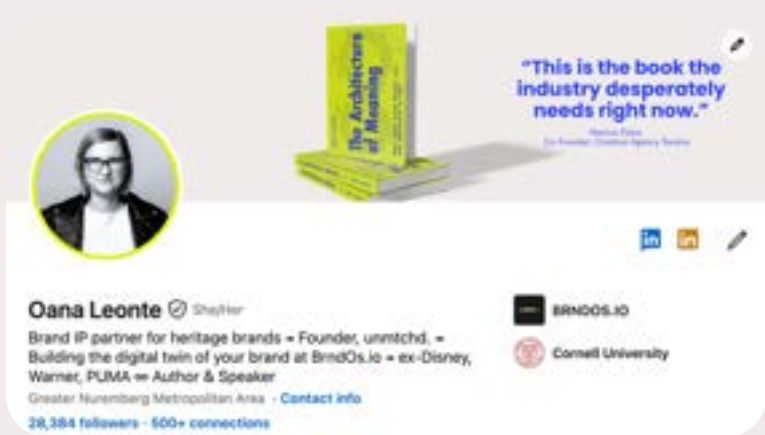
Oana's original podcast — the audio counterpart to the unmtchd. advisory practice. Conversations with founders, CEOs, brand archivists and IP specialists on the architecture of brands designed to last: heritage, ownership, and the long game of brand equity.



THE ARCHITECTURE OF MEANING — SUBSTACK

A weekly publication unpacking brand heritage, IP, and the long game of brand equity. Companion to the book.

thearchitectureofmeaning.substack.com

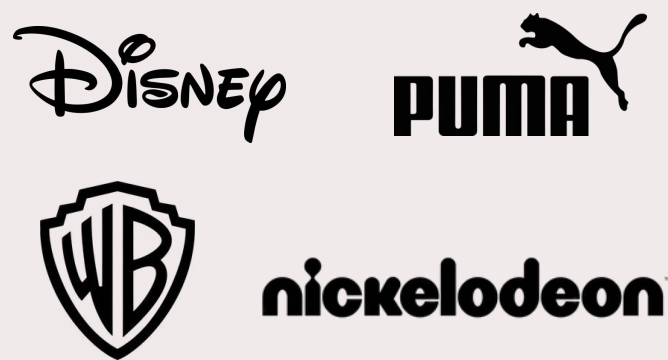


LINKEDIN

Active thought leadership for brand founders, CEOs and CMOs. Daily and weekly posts on meaning, IP, brand archives, and the next era of brand-building.



35K followers
across platforms



PRIOR EXPERIENCE

Twenty years of internal conferences, brand strategy reviews, licensing pitches and partner meetings across Disney, Warner Bros., Nickelodeon and PUMA. Public speaking circuit launching alongside the book in September 2026.

KEY SPEAKING TOPICS

Oana's talks reframe brand-building for an era where attention is cheap and meaning is rare. Each session offers a precise lens, a working framework, and tools founders and leaders can apply on Monday morning.



Bespoke keynotes, workshops, panels and moderation also available

- 1

WHAT MAKES GREAT BRANDS LAST AND IMPOSSIBLE TO COPY
(KEYNOTE)

Why attention is rented and meaning is owned — and why the brands that compound are the ones that have built meaning into their structure. Case studies from fashion, sport, beauty and automotive.
- 2

BRAND HERITAGE AS A FINANCIAL ASSET (KEYNOTE)

Heritage is the only competitive moat attention cannot erode. A method for mapping heritage as IP data, scoring it on two pillars — Heritage Depth and IP Protection Strength — and putting brand equity on the balance sheet.
- 3

HOW TO SCALE YOUR BRAND WITH MEANING IN THE AI ERA
(KEYNOTE)

AI has made attention infinite and content free. Both used to be brand moats. Neither is anymore. A practical session on what scales when distribution is commoditised — and how to grow a brand on the one asset AI cannot manufacture: meaning encoded into IP, compounded over time.
- 4

THE IP STACK: CODIFY, BUILD, SCALE (WORKSHOP)

A working session for founders and brand teams. Use the unmtchd. IP Stack to codify what your brand actually owns, design what to build on top of it, and structure the scale layer. Output: a one-page IP map every participant leaves with.

ABOUT THE BOOK



THE ARCHITECTURE OF MEANING
What Makes Great Brands Last and Impossible to Copy

Oana's debut book is a framework for the **next era of brand-building** — one where the attention economy is collapsing and the brands that endure are the ones that have built meaning into their structure.

Drawing on twenty years inside Disney, Warner Bros., Nickelodeon and PUMA, and on the brand archives of houses like Ferrari, Porsche, L'Oréal and Inditex, **The Architecture of Meaning** argues that meaning is the only asset that compounds — and that great brands aren't built on stories, they're built on structure.

The book introduces the two-pillar model of **Heritage Depth and IP Protection Strength**, the **four-zone Brand Equity quadrant**, and a **working method** for founders, CEOs and brand leaders to surface, score and protect the meaning their brand already owns.

For anyone building a brand designed to outlive its own marketing budget.



PRAISE FOR THE ARCHITECTURE OF MEANING

"This is the book the industry desperately needs right now."

Marcus Foley · Co-Founder, Creative Agency Tommy

"An honest reflection on what branding has become, and a timely challenge to what the industry now optimizes for."

Ken Kralick · ex-PUMA, ex-LVMH (Moët Hennessy); CEO, QualiBooth

"You come for branding. You leave thinking differently about meaning, identity, and the human perspective only you can bring."

Fatima Ait Zahrre · Co-founder at SU STUDIO, Brand Creative Strategist

"A bold reminder that loved brands are rooted in meaning, not just metrics."

Anne-Laure Bigot · ex-Nike, ex-VP Sport Goods Cybex, CEO Lässig

"If you're building something, this book is a must read. Deeply thought provoking and so full of hope, optimism and feeling."

Tania Prior · Brand & Marketing Strategist, Founder of Prior Marketing & Co.

"A book for anyone serious about building brands with meaning, memory and lasting value."

Martin Zarian · Co-founder, Full-Stack Brand Builder Factory 39

"Oana blueprints the invisible, how the brands we love are built to make us feel."

Sandy Sidhu-Garcia · Head of Brand & Beauty Growth at Impact



SPEAKER INFORMATION & MEDIA PACK

FULL SERVICES OVERVIEW

Oana Leonte works with legacy brand CEOs and solo founders building brands designed to last. Her services span two ventures — unmtchd. (advisory) and BrndOS (platform) — and a public-facing practice in writing, speaking and board work.

1) BRAND HERITAGE AUDIT (BRNDOS)

A structured assessment of a brand's heritage as IP. Maps the archive, scores Heritage Depth and IP Protection Strength on the BrndOS framework, and outputs a heritage asset register usable by brand, legal and finance teams.

2) BRAND IP ADVISORY (UNMTCHD.)

A 12-month advisory engagement using the Codify → Build → Scale framework. For founders and CEOs ready to treat their brand as compounding IP rather than recurring spend.

3) BRAND STRATEGY

Positioning, codification of brand essence, brand architecture, and IP-first strategy for legacy brands navigating succession, repositioning or market expansion.

4) BOARD & LEADERSHIP ADVISORY

1:1 advisory for founders and CEOs working through the meaning architecture of their company — brand, business and inner positioning treated as one ecosystem.

5) SPEAKING & WORKSHOPS

Keynotes, workshops and panel moderation for industry summits, brand conferences, leadership retreats and founder communities.

IDEAL CLIENTS & EXPERTISE

FASHION • SPORT • BEAUTY • ENTERTAINMENT • CULTURE
European consumer brands with pre-1980 heritage. Solo founders building IP-led brands. Boards and CEOs navigating brand succession or repositioning.

WHAT CLIENTS SAY

"Oana is pure genius. She doesn't just 'do branding' — she sees your business through the eyes of the people you want to serve, and helps you shape it so they instantly connect."

— **Adriana Caliri, Former Nike GM •
Founder, Renaissance-CEC**



CONTACT

I am excited to collaborate, and I'd love to explore how we might work together.

Let's build what *lasts*,
Oana



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LinkedIn: [@oanaleonte](https://www.linkedin.com/in/oanaleonte)
Podcast: The Unmtchd. Podcast