

*Project:* Drivewyze brand refresh.

*Scope:* Consolidate the hardware (Intelligent Imaging Systems) and SaaS (Drivewyze) line of business brands of this B2B commercial tech start-up into a unified brand identity.

“I enthusiastically recommend Alex Bertoni as a registered vendor for the state of Maine. Alex was my colleague at Drivewyze and during our time together, he demonstrated exceptional talent in brand strategy, marketing communications and content production.

Alex spearheaded a successful initiative to consolidate a legacy brand with a newer brand. In partnership with internal stakeholders and external agencies, he crafted a compelling brand identity and strategy, and his work significantly elevated Drivewyze's communication strategies.

His strategic vision, creative expertise, and collaborative nature makes him a valuable asset to any project. I strongly believe Alex would make a significant impact wherever he goes.”

Mohib Ahmad, Marketing Director at Drivewyze

Further reviews and project scopes can be found at [Clutch](#).