



Smarthinking Inc.
is an award-winning
marketing and brand
development agency,
specializing in the
strategic marketing of
luxury brands in real
estate, boutique hospi-
tality, and private clubs.

Founded in 2006, the agency was created to solve business challenges through the creation of compelling stories that businesses tell every day in a variety of mediums including print, digital, operational, and conceptual. For a brand to be a viable success, the agency believes the brand message has to be strategically incorporated into every aspect of the operation. In order to truly differentiate each client's product, Smarthinking follows the guiding principle of, THINK CRITICALLY, ACT CREATIVELY™. This has molded the agency's reputation for delivering inventive and imaginative concepts.

With extensive background working in New York City, Principals Mark and Amber Natale bring their unique and creative perspective to a roster of luxury hotels, resorts, spas, residential communities, private clubs and more. The agency's first-hand experience in developing, implementing and measuring brands ensures that its clients have a remarkable product that delivers an incomparable customer experience, drives sales and ultimately, solves problems. When building world-class brands, it's the thought that counts.

The agency's ownership mentality for every project is a foundational component of the agency. It's not enough to simply build a campaign and implement it; the agency ensures that everyone has a thorough understanding of what the product is, how it compares to the competitive landscape, and most importantly, how it's going to be unique.

Headquartered in the magic city of Miami, Smarthinking works with developers, owners, architects, and marketing executives from across the globe.

Executive Team



Mark Natale, Principal at Smarthinking Inc.

Mark Natale is one of the two founding Principals of Smarthinking Inc. At the young age of six, Mark stumbled upon the band Kiss and their album 'Destroyer', then from that moment on, he's been all about brands. Mark leads the creative side of the business, asking important brand questions like, "What do they stand for?", "How are they different?" and "What do they say about me?" This love of brands gave birth to Smarthinking Inc., a factory for brilliant brands. Formerly, Mark served as the executive vice president for American Leisure Corp. where he oversaw the operations of more than 60 residential, commercial and corporate fitness centers located in New York. Mark's keen eye for detail and a unique view on branding have shaped him into the innovative thinker that he is today. In addition to being an expert in the branding industry, Mark enjoys reading up on the latest trends in architecture, collecting concert posters, and spending time with his wife and daughters. He holds a master's degree in sports management from Barry University.



Amber Natale, Principal and President of Operations at Smarthinking Inc.

Amber Natale is one of the two founding Principals of Smarthinking Inc. A creative in her own right and also an expert in logistics and operations, Amber leads the operational side of the business by brainstorming strategies, formulating how they will successfully work, and how to best execute them. Amber brings a wealth of knowledge working in notable agencies across the globe such as Roberts Communications in Rochester, New York; Research International in London, England and CMP Media in New York City. Later in her career, she transitioned from the agency side to the client side of business in executive management roles with the Benjamin Hotel and Chelsea Piers in New York City, as well as Doylestown Hospital outside Philadelphia. Amber's drive in the office is reflected in her personal life as an avid runner, reader, and mother. She holds a Bachelor of Science in Marketing from the State University of New York College at Oswego.

Client Services

Smarthinking Inc. offers a variety of client services that meet the needs of those seeking branding strategy, on-going brand management, social media marketing, and collateral development. Services include:

- Advertising Campaign Development
- Art Direction
- Brand Strategy
- Branded Standard Operations Procedures
- Conceptual Space Layout & Design
- Copywriting
- Custom Packaging
- Email Campaign Management
- Graphic + Product Design
- Marketing Plan Development
- Photorealistic Renderings
- Photography & Film Production
- Print + Digital Marketing
- Social Media Marketing
- Strategic Communications Planning
- Website Design & Programming

Awards

Smarthinking Inc. has sparked international industry recognition through its exemplary work. In 2019, the Mar-Com Awards selected Smarthinking Inc. as a Platinum Winner for its work with the Zulia Bacalar Lookbook! The agency was also the Silver Winner of the 2020 Summit Marketing Effectiveness Award for Print Advertising.

Work

To view some of Smarthinking Inc.'s projects from around the world, click [HERE](#).

Media Contact

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