

## **Ana V. Salazar R.: Inspiring and Supporting the Spanish Speaking Community in the United States**

Ana V. Salazar R. is a Venezuelan lawyer specializing in Intellectual Property, with an outstanding professional career spanning over two decades. Her work has not only influenced the protection of brands and intangible assets, but has transformed the lives of hundreds of Hispanic entrepreneurs in the United States through her innovative methodology, **3P from Brands with P**.

### **3P Methodology of Brands with P: Business Transformation**

The **3P methodology from Brands with P**, created by Ana V. Salazar R., is based on a combination of in-depth knowledge in intellectual property, strategic skills and practical experiences. This comprehensive method has been designed to guide entrepreneurs and business owners in building, protecting and expanding their brands.

This methodology ranges from the conceptualization and registration of a brand to the implementation of growth strategies in national and international markets.

The secret of **3P's success from Brands with P** lies in its personalized and strategic approach and in the monitoring of brands from the moment they are created until they are marketed. as well as in the consultancy provided to marketing specialists, designers and companies. Ana has managed to turn her vast knowledge and skills into a practical methodology that adapts to the specific needs of each client. Her methodology not only protects companies' intangible assets, but also drives their growth, generating certainty and confidence in the business environment.

### **3P methodology from the book Brands with P**

**P1** Naming, technological and digital brand filtering. Business diagnosis, evaluation of intellectual property in the 7 phases or secrets based on the book Brands with P.

**P2** Diagnosis of the economic power of the brand. Intangible assets evaluation, licenses, intellectual capital, among others.

**P3** Generate results and an action plan to increase the value of the intangibles and commercialize with them. Objective: to use an asset that generates passive income.

### **Empowering Hispanic Women and Communities**

Ana V. Salazar R. has been a strong advocate for female empowerment and leadership in the Hispanic community in the United States. As co-author of the book "Líderes que Inspiran – Edición Mujeres Inspirando Mujeres – Desarrollo Profesional" and as an international speaker, Ana has used her platform to educate and empower women, teaching them to protect their projects and brands. Her recognition as a Woman Leader of America by the "Fundación Ciencias de la Documentación" in 2022 is testimony to her positive impact on equality and social values in Latin America.

This recognition, granted by an international community of more than three hundred thousand women, highlights her commitment to the professional and personal growth of women.

### **Professional Background and Commitment to the Community**

Ana graduated from Universidad Arturo Michelena in Venezuela, with a postgraduate degree in Intellectual Property from Universidad de Los Andes and additional studies in Legal Innovation and Technology from George Washington University and is currently studying for a master's degree in business law and has several certifications in international trade law and Intellectual Property.

Her training and experience have allowed her to build a team and a method of strategic consulting in intellectual property aimed at various business sectors. As a Venezuelan living in the United States, Ana is deeply committed to the Spanish-speaking community. Her collaboration with the Women Economic Forum (WEF) and other economic and social initiatives reflects her dedication to the resurgence and growth of Hispanic entrepreneurship in the United States.

### **Passion and Dedication**

Ana V. Salazar R. is a master consultant expert in the optimal use and increase of the economic value of intellectual property, whose passion and dedication have left an indelible mark on the Hispanic entrepreneurial community in the United States. She is also an accredited speaker with historic participation in Coaching Pro-Live 2024, a Guinness World Record event and bestselling author 2023 with the book "El Poder de la Marca Personal".

Both the intellectual property attorney community and professional international business consultants acknowledge Ana's significant contributions. Her ability to seamlessly integrate her professions enhances the impact of every project she participates in.

For more information about her work and initiatives, visit [www.anavsalazarr.com](http://www.anavsalazarr.com)

