



William J. Ronat



PRINCIPAL
CREATIVE STRATEGIST
WRITER/SCRIPTWRITER
VIDEO/MULTIMEDIA PRODUCER

As Executive Vice-President of brandt ronat + company, William Ronat is the expert in all things that move at the firm that he and partner Linda Brandt founded in 1989. He is the leading edge of our multi-media department, acting as both the creative manager and production manager for all video/audio projects and directing efforts. He ensures each component successfully meets the objectives set with our client partners.

Ronat adds a human element through his formidable writing skills. His creativity with words that last a lifetime is matched by his ability to provide simple text that feels current—the kind of writing that speaks so clearly, in such a direct and unpretentious way that one forgets it is advertising.

With his typical witty viewpoint on life, he summarizes his approach to work with the following quote: “Running a business is like herding cats that someone has set on fire. It’s not only difficult, but you are constantly replacing the cats.”

Experience

While electronic venues are his technological forte, Ronat is first a writer. He is behind our development of slogans and themes for businesses large and small. This ability to connect is the key to many of our finest scripts.

Ronat has published more than 100 articles in national magazines and was a contributing editor for Videomaker Magazine from 1992-1997. As a scriptwriter, Ronat has written several videos which were used by AT&T for training purposes and the projects he has written for the Videomaker TV Show have appeared on the USA Network. He has also served as a seminar instructor for Video Expo, a national event.

In video and other moving venues, it is his storytelling ability that gets accolades, because without an essentially excellent story, nobody sits still for a long video or marketing presentation. Bill is a practiced Producer/Director who controls sets, talent, budgets and expectations for quality with seeming ease.

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With over 25 years of experience as a video professional, Ronat's skills range from an intimate understanding of camera work and lighting, to editing and on to directing (sports, entertainment, the arts, commercials, instructional, industrial, video conferencing and feature programming). Additionally, Ronat has freelanced for NBC Sports, WTBS, and ESPN.

He has shot film for the U.S. Navy of F-14's being launched from aircraft carriers and has traveled as far as Los Angeles and Great Britain to shoot footage for his corporate clients. The series of educational videos he wrote and produced for the state of Florida were used extensively by the Division of Retirement.

Ronat has also embraced interactive production, putting together award-winning creations in FLASH for distribution on CD-Rom and the web. And now that computer power has caught up with the demands of video production Ronat is heavily into using After Effects and Adobe Premier to create videos and commercials for Brandt Ronat clients.

Involvement

Space Coast Advertising Federation, Treasurer for the Board of Directors

Brevard Cultural Alliance

"The Self Preservation Society" Comedy Troupe, Founding Member

Phoenix Production Company, Actor

Heneger Center, Actor

Surfside Players, Actor

Melbourne Civic Center, Actor

Achievements And Awards

Ronat credits his most significant achievement as brandt ronat + company's longevity—the company has been in business since 1989.

International Television Association/Florida: Golden Palm Award Winner

International Television Association/National: Finalist

Sunshine State (Florida) Schools Public Relations Association: 1st Place Award

National Schools Public Relations Association: Award of Excellence

The Credit Union National Association (Marketing Council) Winner

The Golden Mirror Award of Merit (Credit Union Executive Society) National Winner

The American Advertising Awards 4th District (Florida and the Caribbean)

Citation of Excellence

Education

Ronat received his Journalism Degree from the University of Illinois.