

2020 Headshot and Bio – Ramon E. Peralta, Jr.



Dr. Ramon E. Peralta, Jr. | Brand Launcher | CEO/Founder | Speaker

Ramon started Peralta Design in 1992 while attending the University of Bridgeport, and he has pursued it fulltime since 2008. Ramon has over 25 years of experience in creative design, branding and marketing - including serving as Senior Art Director on the team behind Priceline.com and as Jay Walker's Creative Director for 10 years, launching hundreds of startup companies.

Today, Ramon and his team are marking 12 years since the launch of Peralta Design, with offices in Shelton, CT and Palm Coast, FL, dedicated to launching brands for hundreds of clients in the U.S. and worldwide. Peralta Design's slogan is "We Launch Brands®," reflecting their creative digital marketing talent and mission to help entrepreneurs, startup companies and businesses launch their products and services in the digital space through dynamic branding and digital marketing strategies, integrated social campaigns, intuitive custom websites and compelling video content.

Ramon is a Life Member of Alpha Phi Alpha Fraternity, Inc. and currently serves as their Chairman of the National Publications Committee. Ramon also sits on the Board of Directors of The WorkPlace's for profit entity, WP Ventures and is a 2016 Greater Valley Chamber of Commerce Gold Seal Award recipient, an award given to business leaders who exemplify the spirit of selflessness and volunteerism.

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Ramon's professional affiliations include: The Greater New England Minority Supplier Development Council, The Greater Bridgeport Latino Network, Greater Valley Chamber of Commerce, the Bridgeport Regional Business Council and the Greater New Haven Chamber of Commerce.

Ramon volunteers for NSBE Jr, the March of Dimes, and Junior Achievement of Fairfield County. In addition, Ramon serves as a frequent guest lecturer for UB's FYS (First Year Seminar) program for freshmen design students as well as for UB's Capstone program for graduating seniors. Ramon also volunteers for the Shelton High School Business Advisory Committee. Ramon is a frequent lecturer and business mentor for SCORE of Fairfield County and broadcasts a bi-monthly podcast called Mission CTRL which is available on Spotify and Apple Podcasts. Most recently, Ramon has been named a ReSET Accelerator Advisory Board Member assisting in recruitment, program implementation, and scaling of the small businesses served in Greater Hartford. Ramon is also a Knownpreneur Mentor, mentoring BIPOC small businesses in the Greater New Haven Areas. Ramon also serves on the Board of Directors for The McGivney Center, whose mission it is to provide stimulating and enriching programs that foster academic success and self-esteem for youth in Bridgeport, CT

In May of 2017, Ramon accepted the degree, Doctor of Humane Letters, the University of Bridgeport's highest honor in recognition of his distinguished career and accomplishments. Ramon delivered the 2017 Commencement Address at Webster Bank Arena to over 5,000 graduating students for whom the University believed he would be an outstanding role model for.

Ramon prides himself as a social entrepreneur dedicating many hours to speaking to and motivating at-risk teenagers in the inner-cities and helping disadvantaged and minority business enterprises (MBEs) launch their brands through various programs throughout the state and country. Ramon is an auto enthusiast who enjoys cycling, golfing and taking evening walks with his wife of 28 years, Nancy and splits his time between Shelton, CT and Palm Coast, FL.