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BRITTON BRILEY

Chief Executive Officer, Ghost Brands — Entrepreneur, Business Strategist & Speaker



03 / 03 · FEATURE COPY

Full Bio

An extended profile for features, events, and publications.

BRITTON BRILEY

GHOST BRANDS

Britton Briley is the Chief Executive Officer of **Ghost Brands**, an award-winning creative branding, advertising, and strategic communications agency headquartered in Greenville, South Carolina. Since launching the company in 2018, he has grown Ghost Brands from a startup into one of the Southeast's leading independent agencies, serving clients across multiple states and industries through a customizable, full-service business model that includes branding, advertising, media buying, public relations, web development, content production, and strategic consulting.

Under Briley's leadership, Ghost Brands has become one of the most influential marketing firms in the Upstate sports landscape. His organization currently serves as the agency of record or strategic marketing partner for four of the five major professional and collegiate sports organizations in the Greenville-Spartanburg market, while also leading branding and marketing initiatives for three of the region's five premier sports venues. From hockey and baseball to soccer and large-scale entertainment properties, Briley's leadership has helped elevate attendance, sponsorship activation, fan engagement, media visibility, and regional economic impact throughout the Upstate and beyond.

SELECTED RECOGNITION

- **Faces of the Upstate**
- **Local Business Leader Award**
- **Best & Brightest Under 35**
- **EY Entrepreneur of the Year**

FULL BIOGRAPHY, CONTINUED

Beyond sports, Briley has built long-term partnerships with organizations including Spinx, the City of Simpsonville, DRÄXLMAIER Group, HipBurger, Guthrie's Chicken, Columbia Development, RealtyLink, City of Jefferson, Athens Rock Lobsters, GE Vernova Park, Diamond Baseball Holdings, Greenville Pro Soccer, and numerous private-sector companies throughout the Southeast. His strategic leadership has overseen millions of dollars in advertising investment while helping organizations strengthen their brands, grow revenue, and build lasting relationships with their communities.

Known for his collaborative leadership style, Briley has built Ghost Brands around the belief that agencies should function as an extension of their clients' organizations — not simply as outside vendors. That philosophy has earned the company more than 30 industry awards and positioned Ghost Brands as a trusted strategic partner for businesses, municipalities, and sports organizations alike.

Briley's work has earned recognition throughout South Carolina, including being named one of the Faces of the Upstate, receiving the Local Business Leader Award, earning recognition among the Best & Brightest Under 35, and being honored as an EY Entrepreneur of the Year recipient. Today, he continues to focus on growing Greenville's business community while helping shape the future of sports, entertainment, and brand development across the Southeast.

FOUNDED	HEADQUARTERS	RECOGNITION	AVAILABLE FOR
Ghost Brands, 2018	**Greenville, SC**	**30+ Industry Awards**	**Keynotes, Advisory, Board Roles**

BUSINESS BUILDER • FOUNDER • STRATEGIC ADVISOR • SPEAKER • BRAND ARCHITECT