



ROB WALLACE
—BRANDING EXPERT—

As the managing partner of Wallace Church, Inc., one of the most accomplished brand identity strategy and design consultancies, and the current principle of Best of Breed Branding Consortium I have more than **35 years of expertise in developing aspects of brand strategy, brand communications and consumer survey analytics for national and global brands.**

As an expert witness since the year 2000, I have served on **more than 65 cases.** I have **testified more than three dozen times** at depositions, three times at trial and twice at arbitration.

I have authored and/or analyzed more than **1,000 consumer surveys,** both for the court and for my brand consultancy. I have served both plaintiffs and defendants in an approximate 60/40 ratio. I have spoken and or keynoted at more than **50 design industry summits** across the US, Europe, Latin America and Asia. I have authored numerous published articles, interviews, blogs and podcasts.

My core expertise is the ability to create and differentiate brand experiences that drive consumer awareness and purchase behavior.

Areas of Expertise:

Trademark Infringement Copyright Infringement Design Patent Infringement False/Deceptive Advertising/ Messaging Licensing Disputes IP Infringement Branding Industry Issues	Likelihood of Confusion Secondary Meaning Brand Dilution Damages Assessment Corrective Advertising
---	--

Brand Consulting Clients

I have developed new brand and redesigned leading established brands for Procter & Gamble, Coca-Cola, Unilever, Pfizer, Nestle, Microsoft, Pepsico, Revlon, L’Oreal, Target, The Home Depot, Johnson & Johnson, Scott/Miracle Grow, Bacardi, E&J Gallo, Anheuser Busch, PNC Bank, Kroger, Dell, Mattel, and more than 30 national/global brand leaders of equal caliber.

Industry Experience

Food/Beverage Personal Care OTC and Rx Healthcare Home Products HBA/Beauty Care Prestige Brands Toys/Sporting Goods	Hard Goods Beer/Spirits B to B Apparel Retailer Brands Financial Services Technology Brands
---	---

Professional Experience

Best of Breed Branding Consortium, 2014 - Present
Managing Partner

- Leads a multi-disciplined team driven to prove the ROI of brand communication integration across every consumer touch point, from brand identity to advertising, packaging, shopper marketing, web development, social media and all other branding

*Rob Wallace
Branding Expert*

*Rob@RobWallaceExpert.com
RobWallaceExpert.com*



ROB WALLACE
—BRANDING EXPERT—

Wallace Church, Inc., New York, NY and San Francisco CA 1985 - 2014, 29 years
Managing Partner, Strategy

- Actively managed one of the world's most respected brand identity design consultancies.
- Provided strategic consulting on all branding issues including brand name development, brand identity, graphic and structural package design, trademark and copyright development, integration across advertising and all other brand communications

Peter Cris Advertising, Inc., New York, NY 1984 - 1985
Vice President, Marketing

- Provided both the strategic and creative force for this regional advertising agency.
- Acted as primary liaison between clients and creative department.

Modular Marketing, Inc., New York, NY 1982 - 1984
Senior Account Manager

- Managed select client relationships through all creative and strategic aspects of project management for this marketing communications consultancy.
- Designed and developed brand promotion programs, corporate communications and brand identity assignments.

Grey Advertising, Inc., New York, NY 1981 - 1982
Senior Account Manager

- Actively participated in one of the world's largest advertising agencies through the Market Horizons function, consulting with core clients on advertising and new brand communications opportunities.

Education:

MBA coursework, The New School, New York, NY 1981 - 1983

BA, English, Gettysburg College, Gettysburg, PA 1977 - 1981

Professional Activities:

- Frequent speaker on brand identity design at more than 50 marketing, design and research industry events across the US, UK, Europe, Latin America and Asia
- Author of numerous articles and published case histories on brand identity design in the Wall Street Journal, Forbes, Brandweek, Design Management Journal, Package Design Magazine and numerous other publications,
- Co Author "Really Good Package Design Explained, Rockport Press, 09
- Lecturer on brand identity at Columbia Business School, Georgetown University, Seton Hall, University of Texas, School of Visual Arts Masters in Branding and other MBA programs of leading universities
- Board of Directors, Design Management Institute
- Distinguished Faculty Member, Path to Purchase Institute, speaker at national conference for the last 10 years

Professional Memberships

Design Management Institute, Board of Directors
Path to Purchase Institute, Distinguished Faculty
Shelf Impact Magazine, Board of Advisors,
American Marketing Association
Association of Professional Design Firms
Color Marketing Group
American Institute of Graphic Arts

NYC, NY 10017
P : 917.860.0319

Rob@RobWallaceExpert.com
RobWallaceExpert.com