



ROB WALLACE
—BRANDING EXPERT—

As the managing partner of Wallace Church, Inc. (www.wallacechurch.com), one of the most accomplished brand strategy consultancies and now the founder of Best of Breed Branding Consortium (www.bestofbreedbranding.com), I have **more than 35 years** of expertise in developing all aspects of **brand strategy, brand identity, 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 50 cases.** I have testified more than two dozen times at depositions, twice at trial and once 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 legal and branding 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

I serve attorneys with cases regarding:

Trademark, Trade Dress 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
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Industry Clients

I have developed new brand and redesigned leading established brands for Procter & Gamble, Coca-Cola, Unilever, Microsoft, Pepsico, Nestle, L'Oreal, Revlon, Target, Kroger, The Home Depot, Pfizer, Johnson & Johnson, Scott/Miracle Grow, Bacardi, AB/InBev, E&J Gallo, Mattel, PNC Bank and more than 50 national/global consumer product marketers of equal caliber.

Industry Experience

Food Beverage Personal Care OTC and Rx Drugs Home Products HBA/Beauty Care Wellness Toys/Sporting Goods	Hard Goods Beer/Spirits/Wine B to B Apparel Retailer Brands Financial Services Technology Brands
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Professional Experience

Best of Breed Branding Consortium,
Managing Partner

2014 - Present

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

Wallace Church, Inc., New York, NY and San Francisco CA
Managing Partner, Strategy

1985 - 2014

- Actively managed one of the world's most respected brand identity design consultancies.
- Provide 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
Vice President, Marketing

1984 - 1985

- 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
Senior Account Manager

1982 - 1984

- 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
Senior Account Manager

1981 - 1982

- 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
BA, English, Gettysburg College, Gettysburg, PA

1981 - 1983

1977 - 1981

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Professional Activities

- Keynote speaker on brand identity strategy 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, 2010 - 2016 (www.dmi.org)
- CoChair, The Design Value Project- Design Management Institute (www.dmi.org/value)
- 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

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