

Allen Adamson



Allen Adamson is a noted industry expert in all disciplines of branding and marketing. He has worked with a broad spectrum of consumer and corporate brands in industries ranging from packaged goods and technology, to health care and financial services, to hospitality and entertainment, as well as brands in the non-profit sector. Given his perspective and depth of experience, Allen is able to help his clients not simply understand, but, more critically, put into play practical strategies that generate long-term business value and increased brand equity. Allen was most recently Chairman, North America of Landor Associates, a global brand consulting and design firm, where he was responsible for operations and overseeing branding efforts. Under his leadership, the company partnered with a wide array of iconic brands, including Accenture, GE, Johnson & Johnson, FedEx, HBO, Marriott, MetLife, and Verizon. Additionally, he provided guidance for non-profit organizations including the 9/11 Memorial & Museum, the Central Park Conservancy, the Council on Foreign Relations, and Iraq and Afghanistan Veterans of America (IAVA).

Before joining Landor, Allen was Senior Vice President, Group Director at Ammirati & Puris and DMB&B, during which time he partnered with clients including Kraft, Mars, and Procter & Gamble. Prior to this, he gained considerable experience on the client side, working at Lever Brothers on a number of major brands. His career in the industry began at Ogilvy & Mather in 1979.

Allen is the author of three books, *The Edge: 50 Tips from Brands that Lead*, *BrandDigital*, and *BrandSimple*, which are used in universities across the country. He also writes a monthly column for *Forbes.com* about the impact of general business and cultural trends on branding and, specifically, how brands can break through in a world of communication overload

A sought-after industry commentator, Allen has appeared on NBC's *Today Show*, CNBC's *Squawk Box* and *Closing Bell*, and *Fox Business Network*. He is often quoted in publications including *The New York Times*, *the Wall Street Journal*, *Advertising Age*, *USA Today*, *the Washington Post*, and *Forbes*. He is a frequent guest lecturer at New York University's Stern School of Business, the Samuel Curtis Johnson Graduate School of Management at Cornell University, and the Harvard School of Continuing Education. He is a member of the American Management Association and speaks on branding for a range of professional organizations, corporate events, and at industry conferences.

Allen received his BS from the S.I. Newhouse School of Public Communications at Syracuse University, and an MBA from the New York University's Stern School of business

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