



**ROB WALLACE**  
—BRANDING EXPERT—

As the managing partner of Wallace Church, Inc. ([www.wallacechurch.com](http://www.wallacechurch.com)), one of the most recognized and accomplished strategic branding strategy consultancies and now the founder of Best of Breed Branding Consortium ([www.bestofbreedbranding.com](http://www.bestofbreedbranding.com)), I have more than 30 years of expertise in all aspects of branding strategy and brand communication analysis for national and global brands. My core expertise is the ability to determine a **likelihood of consumer confusion** between brands and how this may effect purchase behavior.

### Areas of Expertise : Trademark/Trade Dress

I serve attorneys with cases regarding:

Package/Product Design Intellectual Property Brand Communications Marketing Strategy Licensing	Visual Brand Identity Advertising Claims Copyright Damages Consumer Research Planning/Analysis
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### Industry Clients

Procter & Gamble, Coca-Cola, Unilever, Pfizer, Dell, Pepsico, Revlon, Target, The Home Depot, Johnson & Johnson, Scott/Miracle Grow, Bacardi, E&J Gallo, Mattel, Anheuser Busch, PNC Bank, Kroger, L'Oreal and more than 30 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 B to B Apparel Retailer Brands Financial Services Technology Brands
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### Professional Experience

Best of Breed Branding Consortium, 2014 - Present  
Managing Partner

- 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 1985 - 2014  
Managing Partner, Strategy

- Actively manage 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.

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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:**

- Keynote speaker on brand identity strategy at more than 40 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](http://www.dmi.org))
- CoChair, The Design Value Project- Design Management Institute ([www.dmi.org/value](http://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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