

## **Carolyn Ray Appointed Managing Director of Interbrand Canada**

**TORONTO, Ontario, Canada** (20 May 2014) – Interbrand, the world’s leading brand consultancy, announced today that Carolyn Ray has been appointed Managing Director of its Canadian office. Ray succeeds Alfred DuPuy, who will now assume the newly-created role of Executive Director, Valuation for North America.



*Carolyn Ray  
Managing Director  
Interbrand Toronto*

Ray returns to Interbrand’s Toronto office, where she served as Interbrand’s global Brand Engagement practice leader from 2004-2008. In her new role, Ray will shape the strategy for growth of the Toronto office and leverage her expertise in change management, internal communications and training. Ray will report into Josh Feldmeth, Chief Executive Officer of Interbrand New York, San Francisco and Toronto.

“I am delighted to welcome Carolyn back to Interbrand,” said Jez Frampton, Global CEO. “I am confident that her leadership skills and deep understanding of the Canadian marketplace—and its brands—will be a valuable asset as Interbrand continues to expand its footprint in the region.”

Ray brings over 25 years of experience leading branding, communications and marketing mandates for many of the world’s top brands. She most recently served as Managing Partner at CASACOM, a Montreal-based public relations and communications firm. Prior to this, Ray led both the Employee Engagement and Marketing Communication practice groups at NATIONAL Public Relations, Canada’s largest public relations firm.

“I am thrilled to return to Interbrand to lead the debate on branding in Canada, on the eve of the release of the fifth edition of the Best Canadian Brands on May 27,” said Ray. “I look forward to working with Interbrand’s talented team of strategy, analytics, design and digital experts in Toronto, and drawing on our network around the world, to bring Canadian organizations strategic brand solutions from the brightest minds in the industry.”

Ray holds a BA in Political Science from Carleton University.

Headquartered in Toronto, Ontario, Interbrand Canada celebrates fifteen years of helping brands across industries solve their most pressing business challenges. With their exceptional knowledge of the Canadian business environment, the firm offers full service branding solutions including strategy, analytics, design and implementation focused on creating and managing brand value. Interbrand’s Best

Canadian Brands, published every two years, examines and ranks Canada's top 25 brands by brand value. To learn more, please visit [www.bestcanadianbrands.com](http://www.bestcanadianbrands.com).

### **About Interbrand**

Founded in 1974, Interbrand is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, visit [interbrand.com](http://interbrand.com).

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