

## Stephan Gans Joins Interbrand as Chief Strategy Officer, Interbrand North America

**NEW YORK, New York** (17 March 2014) – Interbrand, the world's leading brand consultancy, today announced that Stephan (Stef) Gans has joined the firm in a newly created position -- Chief Strategy Officer, Interbrand North America. He will report directly to Lee Carpenter, Chairman and Chief Executive Officer of Interbrand North America, work closely with Global Chief Strategy Officer, Leslie Butterfield, and serve as a member of Interbrand's North American Executive Committee. Gans will be based in New York.



As Interbrand's Chief Strategy Officer in North America, Gans will be instrumental in contributing to the overall growth of the business in that region. Responsible for developing new strategic services, Gans will also work to ensure Interbrand's existing processes, models, and objectives are continuously improved upon. Additionally, he will lead efforts to identify, attract, mentor and retain top talent.

As the role of the Chief Marketing Officer evolves worldwide, Gans' extensive experience as a marketer, brand strategist and trusted advisor to such Chief Marketing Officers will enable Interbrand to develop strategic brand solutions for its clients in new, yet relevant ways. Gans' arrival also signals Interbrand's ongoing commitment to assisting its clients as they strive to stay ahead of global competition, develop integrated customer experiences and drive topline growth.

Gans brings over 23 years of global business experience to Interbrand, including experience in serving as a CEO, board member and entrepreneur. Most recently, he served as the CEO of the global marketing consultancy EffectiveBrands. While there, he developed marketing and brand strategies for companies including Campbell's, ING, Unilever, Novartis and PepsiCo. He was instrumental in building teams in New York, Amsterdam, London, Singapore and Tokyo. Gans began his career at Unilever, where he held both brand management and leadership roles.

"I am delighted to welcome Stef to Interbrand," said Lee Carpenter, Chairman and Chief Executive Officer of Interbrand North America. "As Interbrand continues to expand its offering to clients, Stef's passion for marketing and experience in solving complex business challenges with innovative brand solutions will be invaluable to Interbrand's offices across the region."

Commenting on his appointment, Gans said: "I'm thrilled to be joining Interbrand North America. I look forward to partnering with office leaders across the region to elevate the value and ingenuity of what Interbrand delivers to its clients."

Gans holds a Masters in Business Econometrics from the University of Amsterdam.

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### **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, please visit us at [www.interbrand.com](http://www.interbrand.com) and follow us on [Twitter](#) and [Facebook](#).

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