

Interbrand Names Jerry Preyss Chief Executive Officer of Cincinnati Office

Cincinnati, Ohio (3 June 2013) – Interbrand, the world’s leading brand consultancy, today announced the appointment of Jerry Preyss as Chief Executive Officer of its Cincinnati office. Effective immediately, Preyss will report directly to Lee Carpenter, CEO of Interbrand North America.

Most recently, Preyss served as Senior Vice President, Global Branding & Innovation for Hertz Global Holdings, where he continued his established track record of creating fully integrated global programs linked to improving customer satisfaction and brand experience. Under his leadership, Hertz introduced the re-design of hertz.com, which included the redesign of the Hertz corporate website as well as its mobile and tablet expressions. During his tenure, he also led the development of the global, award-winning marketing communications programs, *The Gas & Break* and *Traveling at the Speed of Hertz*. Additionally, Preyss led the marketing and creation of Hertz’ Living Journey Sustainability Program and their innovation Express technology PR initiative.

Prior to his role at Hertz, Preyss served as President, G2 Philadelphia, a leading digital agency serving brand portfolios at major companies like Campbell’s and Merck. Additionally, he held numerous entrepreneurial, leadership and creative positions, including those for Doner Advertising and Philips Lighting.

Commenting on the appointment, Lee Carpenter, CEO of Interbrand North America said, “I am confident that Jerry’s creative and strategic strengths will prove to be a vital asset to Interbrand Cincinnati – and to the Interbrand global network as a whole. His extensive knowledge around consumer-packaged goods, coupled with his innovative spirit, will drive Interbrand Cincinnati to build even stronger holistic brand experiences for its clients.

As CEO of Interbrand Cincinnati, Preyss will be supported by a strong Executive Team and will be charged with continuing to shape the strategy and growth of the Cincinnati office.

Preyss holds a BS in Journalism from Kent State University.

—ENDS—

About Interbrand

Founded in 1974, Interbrand is one of the world’s largest branding consultancies. With nearly 40 offices in 29 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.

For more information please contact:

Lindsay Beltzer

Senior Associate, Global Marketing & Communications
212-798-7786

Lindsay.Beltzer@interbrand.com

