

Interbrand Appoints Global Chief Marketing Officer and North American Chief Marketing Officer

NEW YORK, New York (24 October 2013) – Interbrand, the world’s leading brand consultancy, is pleased to announce that Graham Hales has been named Global Chief Marketing Officer and Andrea Sullivan has been named Chief Marketing Officer of Interbrand North America.

Hales most recently served as Chief Executive Officer of Interbrand London, while Sullivan served as Executive Director of Client Services and was responsible for client services and marketing for Interbrand North America. In their new roles, Hales and Sullivan will work closely to integrate marketing and business development initiatives to drive growth across Interbrand’s global network. Hales and Sullivan will work with regional managing directors to engage new clients while deepening relationships with existing clients, ensuring they continue to benefit from the firm’s strategic and creative offerings and services.

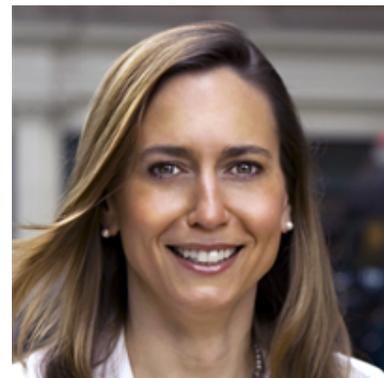
As Chief Executive Officer of Interbrand London for the past four years, Hales led key brand engagements with some of the firm’s most high-profile clients, including the BBC, British Airways and Samsung. Under his leadership, *Marketing Magazine* named Interbrand’s London office Agency of Year in 2011. Hales brings extensive global experience to his new role as Interbrand’s Global Chief Marketing Officer. He has helped to oversee the firm’s offices in Amsterdam and Mumbai and has also driven regional business development activity in the Middle East, Turkey and Scandinavia. Prior to serving as Interbrand London’s Chief Executive Officer, Hales was Interbrand’s Global Chief Communications Officer. While in that role, he was instrumental in helping to create original content around the firm’s annual Best Global Brands report.

While serving as Executive Director of Client Services, Sullivan led the Client Services and Marketing team and co-founded Interbrand’s global Corporate Citizenship practice. Additionally, she played a pivotal role in developing and promoting Interbrand’s thought leadership on a global scale, having delivered interactive experiences with partners such as the ANA, Cannes, Deloitte, Guggenheim, Harvard, Lyons, MoMA, NYSE, United Nations, World Business Forum and Yale. Sullivan was a founding member of G23, a landmark consultancy comprised of top female leadership from within the Omnicom network. G23 was designed to lead Omnicom clients in activating the global female economy.

“It is a very exciting time in the history of Interbrand,” said Jez Frampton, Interbrand’s Global Chief Executive Officer. “The promotion of both Graham and Andrea marks the first time that the firm has had two leaders in place to strategically foster and activate a global vision of marketing, communication, and business development. Graham and Andrea have



Graham Hales
Chief Marketing Officer
Global



Andrea Sullivan
Chief Marketing Officer
Interbrand North America

been proven leaders of the business for many years and I congratulate them both on the next chapter of their careers at Interbrand.”

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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, visit interbrand.com.

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