

# Interbrand

## **Interbrand Appoints Michael Rocha as Global Director of Brand Valuation**

**London, UK** (November 14, 2011) – Interbrand, the world's leading brand consultancy, has announced the appointment of Mike Rocha as Global Director of Brand Valuation.

In this role, Mr. Rocha will be responsible for overseeing the development of the brand valuation practice across Interbrand's 40 offices worldwide. He joins Interbrand with almost a decade of experience at Brand Finance, most recently as Group Managing Director.

A pioneer in the area of brand valuation, Interbrand has been evaluating exactly how much brands are worth for the past 25 years – and has conducted thousands of valuations across every business sector around the globe. In December 2010, its brand valuation methods were certified according to the International Standards Organization (ISO) 10668:2010, making Interbrand the first brand consultancy in the world to achieve this certification. Mr. Rocha's appointment is a reflection of the firm's continued commitment to brand valuation as a key driver of business strategy.

"Brand valuation has been at the heart of our business for over two decades," said Jez Frampton, Interbrand's Global CEO. "Mike's appointment comes at a particularly vital time, with the unprecedented success of Interbrand's recently launched 2011 Best Global Brands report. In the context of our current global economy, understanding how and why a business creates value has never been more critical and brand valuation affords compelling insights for businesses to manage their brands, with demonstrable impact on brand value. I have the utmost confidence that, under Mike's leadership, our clients will continue to benefit from what has become one of our most vital and valuable assets."

Mr. Rocha studied Economics at Cambridge University before training as a Chartered Accountant with Arthur Andersen in London. For the last ten years he has specialized in brand and business valuation, both to support brand strategy decision-making and also for technical purposes such as financial reporting and tax. Seven of those years were as Managing Director, where he led valuation and strategy assignments globally across a wide range of sectors, with extensive experience in telecoms, banking, FMCG, alcoholic beverages and utilities, among others. His clients have included Shell, Unilever, Kimberly-Clark, Virgin, SAB Miller, Orange, British Gas, Standard Chartered and Her Majesty's Revenue & Customs.

With regard to the new appointment, Mr. Rocha said, "I am delighted to have the opportunity to lead the brand valuation practice at Interbrand. Interbrand has led the way in promoting the values of brands as business assets and drivers of business value and I am honoured to be working with the team to continue delivering on this vision."

He will be based in the London office.

### **About Interbrand**

Founded in 1974, Interbrand is one of the world's largest branding consultancies. With nearly 40 offices in 25 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 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 [www.brandchannel.com](http://www.brandchannel.com), a broader platform for the discussion of brands. For more information on Interbrand, visit [www.interbrand.com](http://www.interbrand.com).

### **For more information please contact:**

Lindsay Beltzer  
[lindsay.beltzer@interbrand.com](mailto:lindsay.beltzer@interbrand.com)  
(212) 798-7786