



Rob Wallace

Wallace Church, Inc.
330 East 48 Street
New York, NY 10017
t. 212-755-2903 f. 212-355-6872 c.917-860-0319
rob@wallacechurch.com
www.wallacechurch.com

Summary

As the managing partner of Wallace Church, Inc., one of the most recognized and accomplished strategic brand identity strategy and design consultancies, I have more than twenty years of expertise in all aspects of visual branding strategy and design analysis for national and global brands. My core expertise is the ability to create and differentiate brand experiences that drive consumer purchase behavior.

Profile

Areas of Expertise:

Trademark/Trade Dress
Package/Product Design
Intellectual Property
Brand Communications

Marketing Strategy
Licensing
Visual Brand Identity
Advertising Claims

Copyright Damages
Consumer Research
Planning/Analysis

Industry Experience:

Food
Beverage
Personal Care
OTC and Rx Drugs
Home Products

HBA/Beauty Care
Wellness
Sporting Goods
Hard Goods
Beer/Spirits

Confections
Apparel
Retailer Brands

Experience

Wallace Church, Inc., New York, NY 1985 - Present
Managing Partner, Strategy

- Actively manage one of the world's most respected brand identity design consultancies.
Provide strategic consulting on all branding and design issues for clients.
Target and establish new client relationships and optimize existing client partnerships.
Clients include Procter & Gamble, Kraft, Nestle, Kodak, Gillette, Brown Foreman, Johnson & Johnson and more than 30 national/global consumer product marketers of equal caliber.

Peter Cris Associates, Inc., New York, NY 1984 - 1985
Vice President, Marketing

- Provided both the strategic and creative force for this regional advertising agency.

- Acted as primary liaison between clients and creative department.

Modular Marketing, Inc., New York, NY 1982 - 1984
Senior Account Manager

- Managed select client relationships through all creative and strategic aspects of project management for this marketing communications consultancy.
- Designed and developed brand promotion programs, corporate communications and brand identity assignments.

Grey Advertising, Inc., New York, NY 1981 - 1982
Account Manager

- Actively participated in one of the world's largest advertising agencies through the Market Horizons function, consulting with core clients on advertising and new brand communications opportunities.

Education

MBA coursework, The New School, New York, NY 1981 - 1983

BA, English, Gettysburg College, Gettysburg, PA 1977 - 1981

Professional Memberships

Design Management Institute, Board of Advisors
In-Store Marketing Association, Distinguished Faculty
Color Marketing Group
Shelf Impact Magazine, Board of Advisors,
American Marketing Association
Association of Professional Design Firms
American Institute of Graphic Arts

Professional Activities

- Board of Advisors, Design Management Institute, Shelf Impact Magazine
- Lecturer on brand identity at Columbia Business School, Georgetown University, UNT, Seton Hall University and other leading universities
- Distinguished Faculty Member, In Store Marketing Institute, speaker at national conference for last 8 years
- Frequent speaker on brand identity design at the Institute for International Research, HBA Industry Summit, Design Management Institute and more than several other marketing, design and research industry events
- Author of numerous articles and published case histories on brand identity design in the Design Management Journal, Package Design Magazine, POP Times Magazine, Brandweek, Wall Street Journal
- Co Author "Really Good Package Design Explained, Rockport Press,