



BRAND INSTITUTE

AT A GLANCE

About Us

Founded in 1993, Brand Institute (BI) was created on this principle: provide the highest quality name development services, produced and presented by the most experienced professionals, in a timely manner, and at a competitive price. As we strive to deliver industry-leading nomenclature services, we are constantly adapting to our clients' needs to deliver greater value and successful outcomes.

Leadership

James L. Dettore

Chief Executive Officer & Chairman

William Johnson

Global President

David Dettore

President, U.S. Western Division & Asia

Hermann Spicker

Divisional President, Eastern U.S. & Canada

Courtney Kilroy

Divisional President, Northern California & Pacific Northwestern

Jerry Philips

President, Client Relations

Brain Frasca

Divisional President, Northern California & Pacific Northwestern

Expertise

Brand Strategy/ Architecture

Name Development

Market Research

Regulatory

Traditional Research

Visual Identity

Locations 18 offices in 8 countries



ATLANTA

BASEL

BOSTON

CHICAGO

FRANKFURT

DALLAS

LONDON

LOS ANGELES

MIAMI

NEW YORK

OTTAWA

RALEIGH-DURHAM

ROCKVILLE

SAN FRANCISCO

SAO PAULO

SEOUL

TOKYO

TORONTO

Contact

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Healthcare eBrochure

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Consumer eBrochure

www.brandinstitute.com/consumer

Social Media

LinkedIn: [brand-institute](https://www.linkedin.com/company/brand-institute)

Twitter: [@BrandInstitute](https://twitter.com/BrandInstitute)

Instagram: [@brand_institute](https://www.instagram.com/brand_institute)

Facebook: [@BrandInstituteInc](https://www.facebook.com/BrandInstituteInc)

