



# 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

Todd Bridges

Global President, Drug Safety Institute

David Dettore

President, U.S. Western Division & Asia

Hermann Spicker

Divisional President, Eastern U.S. & Canada

Jerry Philips

President, Client Relations

Courtney Kilroy

Divisional President, Northern California & Pacific Northwestern

Brain Frasca

Divisional President, Midwestern U.S.

### Expertise

Brand Strategy/ Architecture

Name Development

Market Research

Regulatory

Traditional Research

Visual Identity

### Locations 18 offices in 8 countries



BASEL

BOSTON

CHICAGO

DALLAS

FRANKFURT

LONDON

LOS ANGELES

MIAMI

NEW YORK

OTTAWA

RALEIGH-DURHAM

ROCKVILLE

SAN FRANCISCO

SAO PAULO

SEATTLE

SEOUL

TOKYO

TORONTO

### Contact

#### Media Relations

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#### New Business

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Vice President Business Development

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#### Website

[brandinstitute.com](http://brandinstitute.com)

#### Healthcare eBrochure

[www.brandinstitute.com/healthcare](http://www.brandinstitute.com/healthcare)

#### Consumer eBrochure

[www.brandinstitute.com/consumer](http://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)

