



**Alan Bergstrom**  
Principal, Chief Strategy Officer

As one of Brand Insights' Principals and its CSO, Alan brings over 20 years of brand research, strategy and implementation experience. He is an internationally-renowned branding guru and is highly sought after by organizations that understand the power of a well-positioned and executed brand, and the role that brands play in the enterprise's success. He has rich experience with uncovering brand insights that can be turned into opportunities, aligning brand values with customer desires and employee behavior, and developing brand strategies that create compelling, meaningful customer experiences.

During his career, Alan has worked with some of the world's great brand icons, including Visa International, US Bank, Wells Fargo, Intercontinental Hotels, Doral Resorts, Lexus, Saab Automobile, Karastan Rugs & Carpets, The Prudential, A&E and The History Channel, National Geographic, HP, Master Lock, Motorola, Integrity Insurance, Transamerica/AEGON, School Specialty, Charles Schwab, Rabobank, Bell Canada, and ABC/Disney, to name a few. He is recognized as a leading authority on creating brand experiences that capture the essence of the brand and apply it across all customer encounters or "touchpoints".

Prior to returning to Wisconsin six years ago, Alan founded and managed one of the most successful branding agencies in the US, The Brand Consultancy. It was one of the top three brand consulting firms in the country, with three national offices, 45 employees and a roster of Fortune 500 clients. He is well-published--an authority on branding issues and applications who is frequently quoted in the press--and serves as an instructor at several colleges and universities, including the UW's Executive Education Department, where he teaches courses on Applied Branding and Integrated Marketing Communications.

Alan is also Executive Director of the Center for Brand Excellence, a shared knowledge exchange of organizations who are brand exemplars and share their experiences and best practices. The Center is recognized as the largest repository of validated brand tactics and case studies that are the most effective at delivering measurable results. He serves on the Board of several organizations and is often called upon as an expert witness in litigation involving branding issues.

### **Education**

Master of Arts in international studies, Monterey Institute of International Studies.  
Bachelor of Arts in political science with a minor in international economics, University of St. Thomas (St. Paul, MN).

### **Affiliations**

Reporter, Examiner.com (<http://www.examiner.com/x-23764-Milwaukee-Marketing-Examiner>)  
Member, Design Management Institute (DMI)  
Member, MABC  
Member, Past President, AMA-Madison  
Judge, Edison New Products Panel