



Rob Wallace

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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.

Areas of Expertise:

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

Consumer Research
Marketing Strategy
Licensing
Visual Brand Identity

Likelihood of Confusion
Brand Dilution
Advertising Claims
Copyright Damages

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
Technology
Infant Products

Wallace Church, Inc., New York, NY
Managing Partner, Strategy

1985 - Present

- 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.

Grey Advertising, Inc., New York, NY
Account Manager, Global Accounts

1981 - 1985

Design Management Institute, Board of Advisors
In-Store Marketing Association, Distinguished Faculty
Shelf Impact Magazine, Board of Advisors
Columbia Business School, Lecturer
Color Marketing Group
American Marketing Association
Association of Professional Design Firms