

Interbrand

Interbrand Brings Top Talent to Canada

Alfred DuPuy Named Managing Director

Toronto, February 22, 2011 – Interbrand, the leading global branding agency, formalized the appointment of Alfred DuPuy as Managing Director of its Canadian business. DuPuy has acted as interim head since September 2010 when veteran branding executive Bev Tudhope stepped out of the role to become Chairman of Interbrand Canada.

“Alfred is one of those enthusiastic and decisive leaders that is great for our business. His passion for his team and his clients are at the center of every decision he makes, allowing him to deliver new ideas and better solutions. It’s this drive that helps him to set strategic goals, put key measures in place and lead a multi-disciplinary team to success,” said Lee Carpenter, Chairman and CEO of Interbrand North America.

DuPuy has shown his strength as a leader with clients including Delta Hotels, Rogers and Suncor, while also managing a turnaround performance for the business during a difficult economy. DuPuy is having a positive impact on the overall business; growing the office’s capabilities to best meet the market’s demands at a critical time.

Commenting on his appointment, DuPuy said, “I firmly believe in the strength of Interbrand’s offer for the Canadian market. We have a fantastic team already in place, best-in-class strategic, analytic and creative brand management tools, and further growth opportunities as we leverage Interbrand’s global team to bring new disciplines to this market.”

DuPuy first joined Interbrand in 2005 in the Dayton, Ohio office. He has been a key leader of our Strategy, Analytics and Brand Valuation practice across geographies. Additionally, he has more than 15 years of experience in corporate finance, business and international trade—which included living in Europe and Asia for six years as well as extensive travel in South America—supplying a true, worldwide perspective.

DuPuy holds a B.A. in History from Swarthmore College (PA) and received his M.B.A. in Finance from Indiana University.

About Interbrand

Founded in 1974, Interbrand is recognized for being at the forefront of the dialogue on brands as business assets. Today, Interbrand is amongst the largest brand consultancies and has grown to include 40 offices in 25 countries. The combination of rigorous strategy and analytics with world-class design creativity help its clients to create and manage brand value in all market dynamics. It is widely respected for its annual study, The Best Global Brands, and creating a broader platform for the discussion on brands in the Webby-award winning website brandchannel.com. For more on Interbrand, visit www.interbrand.com.