Interbrand

Fred Burt rejoins Interbrand as Director; European Clients

London (24 May 2011) – Recently co-MD of Siegel+Gale's EMEA business, based in London, Fred Burt rejoins Interbrand's London office as Director, European Clients.

Joining in 1995, Fred has previously spent 13 years at Interbrand in both the London and New York offices and was one of the key people involved in growing of one of Interbrand's largest accounts in the US. Fred has also spent time in Interbrand's verbal identity team, as well as Interbrand's digital unit, BrandWizard.

Fred will focus on the shared clients between Interbrand's London and Amsterdam offices. His agenda centred on growing these relationships in terms of breadth, depth and stretch across the network, particularly in Europe.

Fred has experience across strategic, creative, business development, client management and digital brand management aspects of Interbrand's business, working in many European countries along the way. Previous clients include Nokia, Renault Trucks, Ford, AT&T, Procter & Gamble, GlaxoSmithKline, ExxonMobil, PWC, McDonald's, Goodyear, United Biscuits, Shell and IBM.

As Graham Hales, UK and Amsterdam CEO, comments "I am delighted to be welcoming back Fred to Interbrand. Not only is Fred well versed in Interbrand's products, services and methodology, his familiarity with Interbrand culture will ensure a swift and smooth transition back into the London team."

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 36 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.

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