



greenberg

Executive Profiles

Andrew Greenberg, founder and CEO

Andrew Greenberg founded Greenberg Brand Strategy in 1992 and Greenberg Studios in 1997. Prior to establishing the two companies, Greenberg worked as a strategic planner at Chiat\Day Advertising in New York and San Francisco. He has 20 years of experience in the field of qualitative research. Andrew's strategy experience includes years with brands such as Levi Strauss & Co., Electronic Arts, Microsoft, LucasFilm, Gap, Panasonic, T-Mobile, General Motors, Robert Mondavi, and Yahoo! Greenberg studied at Clark University and The London School of Economics. He holds an MA in Psychology. He also sits on the advisory board of Common Sense Media (commonsensemedia.org)

Ali Sepahi, Director of Operations

Ali Sepahi has been with Greenberg Brand Studio since February 2005. He has more than 11 years in research and brand building. Prior to joining Greenberg, Sepahi worked at the ultra-creative, London-based research consultancy Spinach, where he was the operations guru. Prior to Spinach, Ali worked for The Research Business International in the United Kingdom.

Maria Gistrand, VP Design | Communications

Maria Gistrand is a founding member of the Greenberg Studios management staff. During her tenure she has transformed the Greenberg vision into a living reality. She has more than 10 years of experience in qualitative research. She has a BA in graphic communications from San Francisco State University, is a citizen of the Kingdom of Sweden, and has called three continents home. She is currently working on a second degree through San Francisco's prestigious Academy of Art.

Brian Parker, Director of Studios

Brian Parker has a decade of experience in qualitative research as a Focus Facility Recruiting Manager. He is a graduate of Oglethorpe University in Atlanta, Georgia. Brian previously worked for Plaza Research in their Atlanta and Phoenix offices and joined Greenberg in 2001.

Sammy Dunne, VP Brand Strategy

Sammy Dunne has worked in the qualitative field for 16 years - 11 of them with creative powerhouse Hal Riney & Partners, where she helped build the Saturn brand. For the past five years, she has tirelessly traversed the globe for such Greenberg clients as Beringer Blass Wine Estates, Nokia, T-Mobile, Hilton Hotels and PowerBar. She holds a BA in History from Boston College.

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