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Contact:
Susan Kohl, APR
Sierra Communications
(209) 586-5887
skohl@sierracomm.com

Greenberg Brand Strategy Announces New Vice President of Brand Strategy, Iwan Thomis

Berkeley, California — July 25, 2007 — Greenberg Brand Strategy today announced its new Vice President of Brand Strategy, Iwan Thomis. Thomis joins Greenberg after three years leading the strategic planning group at McCann Erickson, with a particular focus on the global Microsoft business.

Thomis is a classically-trained British account planner with a perspective refined by early experience as a client and more recently in general management. He was based in UK for nine years, and since 1997 has lead planning efforts in San Francisco across agencies, brands and businesses. His experience includes planning projects across the world and work with beverage alcohol, fashion, travel, technology, media, sports, and retail.

"Iwan will be a tremendous asset to Greenberg Brand Strategy, and we are delighted to have him," said founder and President Andrew Greenberg. "He is one of the best strategic minds in the industry, as proven by his past international and U.S. experiences and his tenure at McCann Erickson.

"Good marketing and brand strategy needs to be shaped as much by human understanding as it is by analysis or category knowledge," said Iwan Thomis, Greenberg's new VP of Brand Strategy. "I thrive on the opportunity to help blend all these elements to solve problems, and look forward to working with Andrew and his talented team."

Greenberg Brand Strategy
510_845_1380
510_845_1503_Fax

918 Parker Street
Berkeley_CA 94710
greenberginc.com



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Thomis has taught account planning at the Miami Ad School and for the AAAA in Northern California. He holds a BA in English and American literature from the University of Kent at Canterbury, and now sits on the board of the University of Kent in the United States.

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About Greenberg Brand Strategy

Greenberg Brand Strategy is a research and strategy consultancy. By combining traditional and proprietary research techniques with market intelligence, competitive analysis, and years of brand planning experience, Greenberg Brand Strategy delivers actionable recommendations tailored to meet specific marketing needs and guide implementation. Greenberg Brand Strategy offers its own proprietary methodologies, which include StudioGo™ and The Jam™. In 1997, CEO Andrew Greenberg founded Greenberg Studios, a contemporary facility used to host focus groups and support the brand strategy company. He also created a unique recruitment tool called myfocusgroup.com. For more information, visit www.greenberginc.com or call (510) 845-1380.

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