



## **Bob Davies**



Bob began his career in 1980 working for Chicago advertising agency Dawson, Johns & Black where he held positions ranging from media buyer/planner to Account Executive to Management Supervisor. During his eight years at this firm he worked on wide range of campaigns, branding everything from financial services to recreational services to cat litter.

Bob Joined BBDO Chicago where he was Account Supervisor on Wrigley Spearmint and other brands in the Wrigley portfolio. He worked through out the 80's and early 90's in agencies in Chicago and eventually re-joined executives from his first employer, this time as a principal in the firm.

As an account manager in the 1980s Bob worked on a range of businesses that included consumer products, business to business, services and durables. He worked on small, regional brands as well as iconic brands such as Corona Beer and Wrigley Chewing Gum. Bob left Chicago in 1995 to work and live in North Carolina and was recruited by Charlotte advertising agency Price McNabb. He joined as an account manager and soon created "The Brand Studio," the agency's strategic and brand planning practice group, which he managed for eight years.

In 2003 Bob began his consulting career specializing in branding strategy and brand activation and especially in "Brands in Transition." Bob is known for his strong processes in the branding and product ideation disciplines and works for a diverse group of clients. He utilizes a suite of strategy development tools honed from years of experience in countless industries. Bob's mission is to advance brands facing uncertainty by improving their strategy and implementing well crafted branding campaigns. These can be and have been applied to new businesses, emerging and high-growth businesses and large, well established corporations.

When not building brands, Bob is often found in his workshop building furniture or outdoors hiking, biking, golfing or skiing. Bob is a husband, father of two boys and a Stephen Minister at his church.