



Lynn B. Upshaw

Lynn Upshaw is a consultant in strategic brand marketing and principal of the Upshaw Marketing consultancy, and a member of the MBA professional faculty at the Haas School of Business at the University of California, Berkeley. He has previously served as Senior Consultant at Interbrand and to Bridge Strategy management consultants.

Prior to founding his own marketing consulting practice in 1996, Mr. Upshaw was Executive Vice President of Client Brand Management for Ketchum Advertising Worldwide, and EVP/COO of its largest office.

Consulting and Workshop Experience

In his consulting, Lynn Upshaw helps corporate clients build marketing plans and strategic brand platforms, assesses and manages brand equity research, counsels managers and senior executives on building comprehensive marketing programs, leads marketing training, and conducts strategic planning workshops for organizations across a wide breadth of industries. His corporate consulting and workshop clients have included (abridged list): BEA Systems, Coverity, Inc., Wind River Systems, TriNet HR Corp., Bank of America, 3Com Corp., DTS Digital Cinema, Visa International, SBC Communications (now AT&T), Intel Corp., Bio-Rad Laboratories, WellPoint Health Networks, Health Net, Inc., China Telecom, R.H. Donnelley, Bayer Corporation, NEC Corporation, and esurance.com, among many others.

Thought Leadership

Lynn has written numerous articles for such publications as *Advertising Age*, *Brandweek*, *The Peking University Business Review* (PRC), *brandchannel.com*, *The Journal of Brand Management* (UK), *marketingprofs.com*, *Advertising Express* (India), and *The Journal of Integrated Marketing Communications*.

He has also authored or co-authored three books on marketing strategy:

- *Building Brand Identity: A Strategy for Success in a Hostile Marketplace* (John Wiley & Sons, 1995), which has been listed by *Amazon.com* as one of the ten most popular books on brand building;
- *The Masterbrand Mandate: The Management Strategy That Unifies Companies and Multiplies Value* (also from Wiley, 2000), co-authored with Earl Taylor, which was awarded the 2001 WPP Worldwide Atticus Grand Prix Award; and
- *Truth: The New Rules for Marketing in a Skeptical World*, (Amacom, 2007), described by marketing scholar Philip Kotler as a “blueprint for winning marketing performance in an age of transparency.

Workshops and Teaching

Lynn has been the keynote or featured speaker at industry and client conferences throughout North America, and in Europe, Asia, South America, and India. He has created and facilitated dozens of brand building and strategic planning workshops covering a wide variety of marketing subjects.

In his teaching, Lynn has guided hundreds of MBA candidates at the Haas School of Business through the intricacies of corporate and product/service brand building, and he is a recipient of the Earl F. Cheit award for teaching excellence. He is also the former Faculty and Program Director for the Berkeley Executive Leadership Program at the UC-Berkeley Center for Executive Education.

Additional

Lynn serves, or has served, on the advisory boards of *brandchannel.com*, *The CMO Council* “Brand Protection” Program, Thunder Factory Marketing, Inc., MindPath Interactive Media, Benchmark Metrics, Inc., UC-Berkeley Extension/Marketing Group, and the Presidio School of Management. Lynn received his BSA and MSA degrees from Northwestern University. He lives with his wife, Susan, in Kentfield, California.