
JEZ FRAMPTON

Global Chairman and Chief Executive Officer at Interbrand

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Jez Frampton is Global Chairman & Chief Executive at Interbrand. He leads the Interbrand network, shaping strategy and growth for its 38 worldwide offices and enhancing its brand value generating services to a prestigious roster of clients.

Jez was named the global head of Interbrand in early 2006, having previously been the CEO of Interbrand in the United Kingdom. In his thirteen years with Interbrand, Jez has worked alongside clients all across the world, and in virtually every sector, to create and manage brands.

Frequently invited to comment by the BBC, CNN, Fox, CNBC and Bloomberg, on the importance of brands as business assets, Jez has also authored many articles on the subject. Jez is a member of the Marketing Society, the Chartered Institute of Marketing, the Market Research Society, the Design Business Association and the Institute of Directors.

Prior to Interbrand Jez worked in both the United States and UK for the notable agencies Saatchi & Saatchi and DMB&B.

Previous clients: AT&T, Budweiser, British Airways, the BBC, KPMG, Credit Suisse, Toyota, IBM, McDonald's, Orange, P&G, Diageo, Carlsberg-Tetley, Barclays Bank, Nestle, McLaren Automotive, The Wrigley Company and Virgin.

Topics

- Branding
- Innovation
- Marketing

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