



Access to Experts



Hampton Bridwell , President & Chief Executive Officer , Brand Logic

Mr. Bridwell is president and chief executive officer of BrandLogic, an independent branding consultancy communications firm that provides research, strategy, design, implementation and management of brand programs. He manages client relationships and provides the implementation teams with strategic direction. His particular area of expertise is in advising clients on how to leverage their brand program as an important leadership tool and to achieve their business objectives. Mr. Bridwell has 15 years of experience in corporate brand identity, marketing communications and interactive media. He has provided strategic direction for the development and implementation of identity and communications programs for clients such as Amgen, Avon, BD, Chevron, Engelhard, The Hartford, IBM, John Deere, JPMorgan, Legrand, Lincoln Financial, Merck, Merrill Lynch, Rockwell Collins, Texaco, Travelers, UPMC, Wyeth and Xerox. A recognized thought leader on environmental, social and governance (ESG) factors and their effect on brand and reputation, Mr. Bridwell is continuously exploring ways that corporations can utilize Integrated Reporting principles to build business value.

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