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Dr. James R. Gregory is a leading expert on measuring the strength of intangible assets and the resulting impact on corporate financial performance. He is chairman emeritus of Tenet Partners, where he pioneered the development of the CoreBrand Index®, a quantitative measurement system to measure, value, and manage intangible assets.

Dr. Gregory currently serves as a senior fellow of The Conference Board on the committee for “Making Intangibles Tangible.” Jim also serves as the chairman of the Grant Committee on the Board of Trustees of the Virginia Commonwealth University Foundation. He has written five books on corporate branding and is a noted speaker on the subject. He is currently working on a new book *Intangible Capital – Managing Intangible Assets for Value Creation.*