



## Access to Experts

### **James Cerruti**

James Cerruti is senior partner, strategy and research, at Brandlogic Corp. He has more than 20 years of experience in leading strategy, marketing, and brand consulting engagements, in North America and worldwide. His consulting career has included executive posts as the president of Vivaldi Partners, as one of the founding partners of FutureBrand, and as a director with Coopers & Lybrand. Cerruti holds an M.B.A. in international business and a B.A. in Greek archeology. His work has been published in the *California Management Review*, *Journal of Business Strategy*, and CMO Council's *Marketing Magnified*, among others.

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