

Access to Experts



Kelly Hampton , Global Senior Director, Brand Strategy , HP

Kelly Hampton joined HP in January 2009 as Global Director, Brand Strategy. Kelly is responsible for developing and implementing a company-wide brand strategy. She is also charged with creating the company's brand architecture and nomenclature strategy – no easy feat considering HP is a global company with 300,000 employees, five business groups and 15 business units, over 50 acquisitions over 5 years and where nearly 36,000 products and product extensions were added to the portfolio over a two year time period.

She also is responsible for brand education, immersion and engagement ensuring understanding of the brand strategy and realization of touch points.

Kelly joined HP after nearly nine years with Landor Associates, the world's leading brand strategy and design consultancy. As Client Managing Director, Kelly lead and developed brand strategies and architectures to drive her clients' brand experiences and business. She worked with the likes of Abbott, Blue Cross Blue Shield, Chase, John Deere, Disney, Hilton Hotels Corporation, Eli Lilly, Visa, and WellPoint.

Kelly has appeared as both a key note speaker and panelist at both industry and academic events, including the annual Consolidated Graphics Emerge conference and Harvard Business School.

Kelly received a BA from Alma College, Alma, Michigan and attended an executive education program at the Tuck School of Business, Dartmouth.

Contact [Carol Courter](mailto:courter@conferenceboard.org), Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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