Access to Experts

David Reyes-Guerra , Vice President & Chief Marketing Officer

David Reyes-Guerra is Vice President and Chief Marketing Offi cer of The Conference Board.

As a writer, photojournalist, and branding expert, he has directed a variety of programs in a 30-year career spanning corporate positioning and brand identity, marketing communications, investor and public relations, employee communications, and product and service naming.

Before joining The Conference Board, Reyes-Guerra was Director of Global Brand Strategy & Management for Ernst & Young (EY), the multi-billion dollar professional services fi rm, where he was responsible for developing strategies and tactics to help EY become the preferred brand name in all of its business markets and service areas. He developed and implemented the fi rm's fi rst truly global positioning (*Achieving Potential*) and brand identity ("*The Beam*"). The Branding Zone, the organization's brand management intranet, was also developed under his leadership.

Prior to Ernst & Young, Reyes-Guerra was with Xerox, the $22 billion document management corporation. He was a member of the senior management team that repositioned Xerox globally as "The Document Company," with worldwide responsibility for the corporate identity, graphics, product nomenclature, and branding programs. Reyes-Guerra's professional affi liations include the International Association of Business Communicators and the Public Relations Society of America. He is also a trustee of the Marketing Science Institute and a member of the Board of Advisors for the Design Management Institute (DMI). He has published two articles in the DMI Journal: "Change as the Catalyst for Leadership" (detailing his work at Xerox) and "Strategic Branding: Leveraging Technology and Design at Ernst & Young."

Reyes-Guerra has been a frequent speaker on branding and corporate communications, with appearances on CNN and Canadian television, and has given presentations to numerous organizations. His work has also been cited in various textbooks including *Marketing Corporate Image* by James R. Gregory, *Marketing Aesthetics* by Bernd Schmitt and Alex Simonson, *The Integrated Brand Model* by F. Joseph LePla and Lynn M. Parker, and *The Interactive E-Manager* by Mary T. Boone.

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