

Access to Experts



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Allen Adamson is managing director of the New York office of Landor Associates and author of *BrandDigital: Simple Ways Top Brands Succeed in the Digital World* and *BrandSimple: How the Best Brands Keep It Simple and Succeed*. Responsible for all aspects of the New York office's operations, Allen has overseen branding efforts for a broad spectrum of corporate and consumer brands in industries ranging from technology to health care to fashion. Under his leadership, Landor's New York office partners with a wide array of clients, including Citi, Diageo, GE, PepsiCo, and Verizon. Allen is a sought-after industry commentator and writes a bimonthly column for Forbes.com. He has appeared on NBC's Today Show, CNBC, and the Fox Business Network. He is often quoted in publications such as the *Wall Street Journal*, *Advertising Age*, the *New York Times*, *USA Today*, the *Washington Post*. He regularly lectures at numerous universities and business schools. Before joining Landor, Allen gained branding and marketing expertise on both the agency and client sides. During his time as senior vice president, group director, at Ammirati & Puris and DMB&B, his clients included Kraft, Mars, and P&G. He also worked at Unilever, where he was group product manager, responsible for a number of major brands. His career began at Ogilvy & Mather in 1979. Allen received a BS from S.I. Newhouse School of Public Communications at Syracuse University, and an MBA from New York University's Stern School of Business.

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