

## Access to Experts



**Jonathan Hollenberg**  
Partner  
HawkPartners, LLC

Jon Hollenberg specializes in helping uncover unique insights that will serve as the basis for the development of marketing and brand development strategies. His work often involves developing a fact base among key target audiences that will help to shape customer service initiatives, new service offerings, and a variety of marketing communication vehicles. Prior to joining HawkPartners in 2004, Jonathan spent 12 years in strategic marketing roles at large professional services firms, including strategic planning, positioning development, visual and brand identity, tactical marketing planning, communications development, and brand tracking, while holding market research responsibilities throughout. At Ernst & Young, he managed the corporate level market research function and co-chaired a global committee charged with codifying the firm's brand measurement standards, including the development of related survey methodologies. Earlier in his career, he served as the Director of Marketing at the multi-office law firm of Cummings & Lockwood and held the senior marketing role at the NYC-based law firm of Hughes, Hubbard & Reed.

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

The Conference Board is a global, independent business membership and research association working in the public interest. Our mission is unique: to provide the world's leading organizations with the practical knowledge they need to improve their performance and better serve society. The Conference Board is a non-advocacy, not-for-profit entity holding 501 (c)(3) tax-exempt status in the United States of America.

[www.conference-board.org](http://www.conference-board.org)