

Access to Experts



Lee Green

Vice President, IBM Brand Experience and Strategic Design
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Lee Green is the Vice President, Worldwide IBM Brand Experience and Strategic Design. He has responsibility for IBM's worldwide brand experience initiatives, strategic design and IBM's Design Consulting Services offering for IBM clients. Mr. Green has played a pivotal role in IBM's re-branding efforts over the last 15 years. His team also leads the corporation's efforts in the area of "advanced concept design" working closely with IBM Research.

In his career with IBM Lee has held numerous marketing, communications and management positions. Recently, he has focused aligning brand strategy with Client, and employee experiences. This has manifest into numerous internal culture change initiatives, and experience change initiatives. And, evolved as a client consulting service.

Mr. Green has an undergraduate degree in design from Temple University and a Master's degree in communications design from Rochester Institute of Technology. He has published numerous articles and case studies on a variety of design and identity topics. He has also taught design and branding courses at Stanford University, Harvard, MIT, and RIT. He recently was named as Rochester Institute of Technology Distinguished Alumni of the Year. He currently serves on the Board of Directors and Advisory Board for the Design Management Institute, and on the Board of Advisors, Suffolk University Business School.

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