

Access to Experts



James Gregory
Founder and CEO
CoreBrand

James R. Gregory is founder and CEO of CoreBrand, a global brand strategy and communications firm based in New York, New York, with offices in Los Angeles, California. With 35 years of experience in advertising and branding, Jim is a leading expert on brand management and is credited with developing strategies for measuring the power of brands and their impact on a corporation's potential financial performance. Most notable of the tools that

Jim has developed is the Corporate Branding Index! (CBI), a quantitative research vehicle that has continuously tracked since 1990 the reputations and financial performances of over 1000 publicly traded companies across 54 industries. CoreBrand uses the CBI to help clients recognize how their brands compare with industry peers and how communications can impact corporate reputation and financial performance, which includes stock price and revenue growth.

CoreBrand's work is helping accountants and finance managers to understand that the intangible asset known as the corporate brand is measurable, manageable, and accountable. CoreBrand has proven the corporate brand can be valued like any other business asset. Jim is a frequent speaker on the topic of the financial benefits of communications and brand management. Recent speaking engagements include The Conference Board, the Association of National Advertisers, and the National Investor Relations Institute. Jim has served among several boards, including The Stamford Symphony, where he chaired the marketing committee and The Silvermine Guild Art Center, where he chaired the capital campaign. Jim is also a founding member of the Marketing Accountability Standards Advisory Council (MASAC) and is a member of the Marketing Accountability Standards Board (MASB).

Jim has written four books on creating value with brands: *Marketing Corporate Image*, *Leveraging the Corporate Brand*, *Branding Across Borders*, and *The Best of Branding*. His latest white paper, "Aligning Marketing and Finance", was published in the February 2013 issue of *Corporate Finance Review*.

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Publications by James Gregory

Key Business Issues

- [Innovation Culture and Brand: Measuring Intangibles That Drive Financial Outcomes](#)
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