

## Access to Experts



**Brian K. Ferguson**

Principal, Global Relationships Director  
Gensler

Brian Ferguson has a diverse background in architecture, planning, workplace strategies, and corporate real estate. He has led his own practices in New York, Chicago, and LA specializing in corporate architecture and workplace strategy.

At Gensler, Brian's clients have included Bank of America, Disney, Sempra Energy, Wells Fargo, and Adidas. He serves as a Director of Global Relationships and leads the Southwest Region Consulting Practice.

Pre-Gensler, as a senior corporate real estate professional, Brian has served as head of Occupancy Planning at First National Bank of Chicago. As Director of Design & Workplace Strategy at the legacy firm Price Waterhouse, he established a comprehensive workplace approach including their hoteling and work at home programs. As Global Director of Workplace Strategy for PwC, the combined firm of Price Waterhouse and Coopers & Lybrand, he led the development of the combined workplace approach integrating cultural, organizational, change, branding, HR, technological, and business concerns.

Brian respects the power of a well-conceived workplace solution – and the process by which it is achieved – to assist in attaining broad organizational goals, tangible business objectives, and bottom and top line benefits. His client point-of-view insight contributes to development of solutions in a co-creative approach with clients.

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)