

## Access to Experts



**Suzie Ivelich**  
Managing Director, Landor San Francisco  
Landor

With nearly 20 years of experience, Suzie has built brands throughout organizations big and small, and in multiple industries as well as countries. Her work spans a wide range of branding activities, from brand strategy and creation to employee engagement with brands as varied as Agilent Technologies, Cavallo Point, Charles Schwab, Disney, Duff & Phelps, Ebel, the de Young and the Legion of Honor, GE, HP, Japan Olympic Committee, the NCAA, the New Museum, Shinsei Bank, Sony, Sun, Suzuki, University of Phoenix, and the United States Olympic Committee.

Suzie began her career in Tokyo, Japan, working for Dentsu, the world's largest privately held advertising agency. After Dentsu, she accepted a position at Accenture as a management strategy consultant. After several years, she joined Landor and served as a Director within the Corporate Identity Practice. She joined Wolff Olins to open their San Francisco office and served as its Managing Director. Suzie went on to start two successful brand firms, Ivelich Stone and Captain Brands. In 2012 she rejoined the Landor San Francisco team as its Managing Director.

Suzie has lectured at GE's John F. Welch Leadership Center at Crotonville, NY, and U.C. Berkeley's Haas School of Business. She received her undergraduate degree from Stanford and her MBA from Northwestern University's Kellogg School. She is originally from Berkeley, CA.

Suzie was awarded a Clio for her work on the brand creation of Agilent Technologies. She serves on the national board of directors for buildOn.

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