

## Access to Experts



**Camille Kubie**  
Founder  
Estuary

Camille Kubie is the Founder of Estuary Branding, an agency collective focused on helping brands turn complexity into compelling stories. Estuary focuses on the development of digital content such as video and data visualization, identity and environments design, and brand training and engagement programs.

Prior to starting Estuary, Camille led Brand and Design for GE Corporate globally from 2007 until July 2012. In her role at GE, she was responsible for driving awareness and understanding of the GE brand globally.

Camille was responsible for the 2010 advertising launch of Healthymagination, she led GE's Industrial Design efforts, including the development of the WattStation EV Charging Station, and she pioneered the use of data visualization as a new way to engage audiences around the issues where GE focuses. Camille's work has been recognized by CES, the Red Dot design awards, the Metropolitan Museum of Art and the Smithsonian Cooper Hewitt's National Design Awards.

Prior to joining GE in 2007, Camille was a brand strategy consultant at Landor, New York, where she led brand strategy and design projects for a wide range of brands and industries, including: The Cleveland Clinic, ITT and IBM. Camille started her career in advertising at Young & Rubicam, New York where she managed key agency accounts such as Andersen Consulting (now Accenture), Computer Associates and Colgate-Palmolive.

Camille has a BA from Duke University and an MBA from Harvard Business School.

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