

Access to Experts



Nora Geiss

Director, Verbal Identity & Digital
Interbrand

Nora.Geiss@interbrand.com

Nora Geiss is a director and digital strategist for Interbrand's Verbal Identity department. She has created brand strategies, brand architecture, names, messaging, brand voice, and engagement strategies for great brands across a broad range of industries, including AT&T, Feeding America, AGT, Frito-Lay, iVillage, Kellogg's, NCR and Susan G. Komen for the Cure. Nora is the founder and head of Interbrand's Brand Playback practice, which uses conversational and behavioral analytics to answer questions like, "Does my brand communicate the right message?" "Does the brand experience actually deliver on what the brand promises?" and "Is my brand expression encouraging the kind of engagement that drives value for my business?" Ultimately, Brand Playback helps Interbrand clients bridge the gap between strategy and reality to deliver long-term value - back to each client's business, and back to the people they serve. Creating brands that create real value (good times, happy memories, can't-wait-for-it, cash money) is Nora's secret super strength. Nora holds a degree in Philosophy of Science and Creative Writing from Columbia University. Originally from Santa Fe, NM, she currently lives in Manhattan and in spare moments writes works of non-fiction, poetry, film, and philosophy.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, 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