



## Lynn B. Upshaw

Lynn Upshaw is a widely recognized authority on strategic brand marketing, principal of Upshaw Marketing, and a member of the MBA teaching faculty at the Haas School of Business, University of California at Berkeley. He is also Program Director of the Berkeley Executive Leadership Program at the UC-Berkeley Center for Executive Development.

In his consulting, Lynn Upshaw helps clients build marketing plans and strategic brand platforms, counsels managers and senior executives on building comprehensive marketing programs, leads marketing training, and conducts strategic planning workshops for organizations across a wide breadth of industries. His corporate clients have included (abridged list): Visa International, SBC Communications (now AT&T), 3Com Corp., Wind River Systems, WellPoint Health Networks, R.H. Donnelley, Bayer Corporation, DTS Digital Cinema, Inc., BEA Systems, Coverity, Inc., NEC Corporation, and esurance.com, among many others.

Prior to founding his own marketing consulting practice in 1996, Lynn was Executive Vice President of Client Brand Management for Ketchum Advertising Worldwide, and Chief Operating Officer of Ketchum's largest office.

In his teaching, Lynn has guided hundreds of MBA candidates and corporate executives through the intricacies of corporate and product/service brand building. He consistently ranks among the highest rated instructors, and is a recipient of the prestigious Earl F. Cheit award for teaching excellence.

Lynn has also written numerous articles and authored or co-authored three books on marketing strategy:

- *Building Brand Identity: A Strategy for Success in a Hostile Marketplace* (John Wiley & Sons, 1995), which was recently listed by *Amazon.com* as one of the ten most popular books on brand building;
- *The Masterbrand Mandate: The Management Strategy That Unifies Companies and Multiplies Value* (also from Wiley, 2000), co-authored with Earl Taylor, which was awarded the 2001 WPP Worldwide Atticus Grand Prix Award; and
- *Truth: The New Rules for Marketing in a Skeptical World*, (Amacom, 2007), which has been described by marketing scholar Philip Kotler as a "blueprint for winning marketing performance in an age of transparency."

Lynn has been the keynote or featured speaker at industry and client conferences throughout North America, and in Europe, Asia, South America, and India. He has created and facilitated dozens of brand building and strategic planning workshops covering a wide variety of marketing subjects, including general brand building, global branding, company-wide brand training, marketing planning, corporate identity, and integrated marketing communications. He is serving or has served on the advisory boards of *brandchannel.com*, Thunder Factory Marketing, Benchmark Metrics, Inc., the UC-Berkeley Extension, and the Presidio School of Management.

Lynn received his BSA and MSA degrees from Northwestern University. He lives with his wife, Susan, in Kentfield, California. He can be reached at [upshaw@upshawmarketing.com](mailto:upshaw@upshawmarketing.com) or [upshaw@haas.berkeley.edu](mailto:upshaw@haas.berkeley.edu).