

Brand Finance Appoints Three New Directors in the United States

London, New York, San Diego: April 27th 2017

Leading brand valuation and strategy consultancy, Brand Finance, is pleased to announce the appointment of three new directors; Anne Bahr Thompson, Brian Buss and Doug Bania.

Commenting on the new appointments, Brand Finance CEO David Haigh stated, "I am delighted to welcome Anne, Brian and Doug to the Brand Finance team. Between them, they bring an exceptional array of expertise in strategy, valuation, branding, tax and litigation, strengthening Brand Finance's capabilities both in the US and around the world."

For expert commentary on any brand-related story, please do not hesitate to get in touch with Anne, Doug, Brian, or our central communications team in London. Our latest research and information on the implications of brand value for consumers, investors, accountants, lawyers and marketers, can be found at www.brandfinance.com.

Biographies

Anne Bahr Thompson, Managing Director – Strategy (New York)

Anne has more than 25 years' experience as a global brand strategist, accomplished researcher, writer and speaker. Anne was formerly executive director of strategy and planning and the head of consulting at Interbrand. Prior to this, Anne spent several years in the banking sector in strategic planning and research and began her career at Grey Advertising.

Anne brings the knowledge and understanding that only comes from interacting with a lengthy list of the world's most prestigious brands including: Aegon, Adidas, American Cancer Society, Citibank, Course Horse, Emerson, Hard Rock Cafe, IBM, ING, JPMorgan Chase, Kingfisher, Merck Medco, Microsoft, Pearson, Pepsi, Prudential, Quaker Oats, Roche, Save the Children, Scandinavian Airlines, STA Travel, Stolichnaya, Symantec, Thomson Reuters, Tri-Star Entertainment, UNICEF and the Waitrose/John Lewis Partnership.

Anne holds an MBA from the Darden Graduate School at the University of Virginia and has been an adjunct professor at New York University Stern School of Business's London campus. Her writings have appeared in Brands and Branding (Economist Books), hbr.com, Brand Quarterly, Journal of Brand Strategy, Bloomberg News, The Guardian, PR News, and many other industry publications. Anne is the author of 'Do Good: Embracing Brand Citizenship to Fuel Both Purpose and Profit', which will be published in Fall 2017.

Doug Bania, Managing Director – Valuation (San Diego)

Doug has more than fifteen years' experience as an intellectual property and brand licensing strategist and IP valuation professional. Doug is an accomplished writer, speaker, and is part of the International Trademark Association's (INTA) Internet Committee, the ICANN Compliance and Domain Name Industry Subcommittee and is a Certified Licensing Professional (CLP).

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Doug is a branding, licensing and IP damages expert and has been a named in approximately 50 cases, has been deposed ten times and has provided trial testimony five times. Doug has managed hundreds of projects related to brands, intellectual property and the related intangible assets. He has assisted clients in intellectual property matters related to acquisitions, litigation, bankruptcy, tax, estate and licensing.

Doug holds an MA in Television Film and New Media with an emphasis on marketing from San Diego State University and a BA in Cinema from San Francisco State University. His writings have appeared in peer-reviewed journals such as the Journal of Intellectual Property Law and other publications such as The World Trademark Review and a book chapter in Calculating Economic Damages in Intellectual Property Infringement Cases published by Business Valuation Resources (BVR).

Brian Buss, Managing Director – Valuation (San Diego)

Brian is a Chartered Financial Analyst (CFA) with over 20 years of experience in valuations, financial analysis and corporate finance both in the US and overseas.

Brian provides strategic advice regarding intellectual property portfolios and transactions, guidance in determining economic damages and profit apportionment in civil litigation, and performs valuations of trademarks, patents, copyrights, brand assets, trade secrets, technology assets, celebrity endorsements, and other intangible assets. Brian will draw on his extensive experience adding to Brand Finance's core valuation services, providing clients with strategic advice regarding their IP portfolios and transactions, measuring the impact of IP strategies, building licensing opportunities, and optimizing product pricing.

Prior work experience includes tech & brand consultancies, Westpac Institutional Bank, and Deloitte & Touche's Financial Advisory Services group in New Zealand and San Francisco. Brian graduated from Claremont McKenna College and holds an MBA from San Diego State University.

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About Brand Finance

Brand Finance, headquartered in London, is the world's leading brand valuation and strategy consultancy, with offices in over 25 countries. It provides clarity to marketers, boards and investors by quantifying the financial value of intellectual property. Using this information, Brand Finance draws on expertise in strategy, branding, finance, tax, law, market research and visual identity to leverage IP for maximum financial returns.

Contacts

Robert Haigh, Marketing & Communications Director

T: +44 (0)207 389 9400 M: +44 (0)7762211167

r.haigh@brandfinance.com

Konrad Jagodzinski, Senior Communications Manager

T:+44(0)2073899400 M:+44(0)7508304782

k.jagodzinski@brandfinance.com

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Joslyn Pannu, Communications Manager

T: +44 (0)207 389 9400 M: +44 (0)7885666236

j.pannu@brandfinance.com

Anne Bahr Thompson, Managing Director – Strategy

T: +1 (917) 704 7515

a.bahrthompson@brandfinance.com

Doug Bania, Managing Director – Valuation

T: +1 (619) 407 9600

d.bania@brandfinance.com

Brian Buss, Managing Director – Valuation

T: +1 (619) 407 9600

b.buss@brandfinance.com