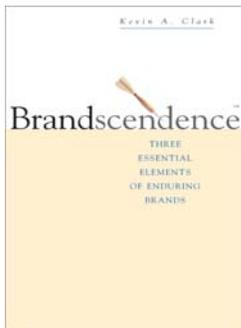


Kevin Clark is a distinguished global speaker and author of ***Brandscendence: Three Essential Elements of Enduring Brands***, published by Dearborn Trade Press.

Audiences find his presentations entertaining, inspiring, and full of real life examples that are both useful and at times humorous.



Samples of speaking around the world:

Santiago, Chile: Georgia-Pacific Corporation New Directions Conference.

Munich, Germany: Lead keynote remarks seven years running for the German Mobile Computing Conference.

New York and Chicago, USA: Conference Board Conference keynote presentations.

Professional credentials:

Program Director IBM Brand Experience Design

IBM Brand and Identity Community Leader

President, Content Evolution LLC Worldwide

Praise for Kevin Clark

“I wanted to thank you for taking the time to share your experience and thoughts on branding with some of our key customers. **Everyone was very high on the session.**”

- Sean R. Fallman, President, Dixie Business, Georgia-Pacific Corporation

"Kevin Clark was **one of the best speakers we have ever had**. He is definitely a thought leader in the areas of brand strategy and marketing management. That and the fact that he is a very dynamic and exciting speaker made the evening with him the one that all events since then are measured against. We still get complaints that we did not allow more time for his presentation."

- Shimon Shmueli, President, Washington, D.C. Chapter Product Development & Management Association

"Kevin, let me thank you again for your keynote presentation at our annual German Mobile Computing Conference. Even in our 7th year and despite the economic conditions, the Spitzingsee event attracted over 240 attendees and underlined its status as THE leading event for the professional mobility market in Germany. So **thank you for another outstanding keynote.**" (Note: This was the 6th keynote address by Kevin Clark to this conference out of 7 years. Kevin delivers his 7th keynote address at this conference during 2005.)

- Ralf Hinnenberg, President, DYP Media Consulting, Munich, Germany

Praise for Brandscendence™

“Brandscendence blends all the schools of branding to articulate the last word in branding for generations to come. Kevin Clark’s book is balanced and inspiring, and it brings together all the major branding concepts in a book that should be a reference document for CEOs, marketing executives, and marketing schools.”

- Marc Gobé, President & CEO, Desgrippes Gobé Group, author of *Emotional Branding*

“Brands do one thing; they simplify choice! Kevin Clark with Brandscendence offers the most relevant, practical and enlightening treatise on the increasingly critical topic of branding. It will become the text of choice for executives and educators alike.”

- Chris Beaumont, President and CEO, Grey Global Group Japan

“Executives seeking the power of branding without knowing exactly how to get it will welcome Kevin Clark’s thoughtful guide and devour every useful detail.”

- Rosabeth Moss Kanter, Harvard Business School
Author, *Confidence: How Winning Streaks and Losing Streaks Begin and End*

New: Kevin Clark’s **Brandscendence** is now the textbook for a branding course at the University of California at Irvine.

Get more information and see video clips at www.contentevolution.net