

FOR IMMEDIATE RELEASE

REPUTATION INSTITUTE APPOINTS NEW VICE PRESIDENT AND STRATEGIC CONSULTING DIRECTOR

Fast Growing Reputation Measurement and Management Firm Strengthens Resources

COPENHAGEN, DENMARK — (November 8, 2016) – Reputation Institute announced today that Nick Adams has joined the firm to further develop their growing portfolio of international clients throughout Europe and the Middle East. Nick Adams comes with a wealth of experience within the marketing and communications industry, attained as Vice President of Corporate Branding at Novo Nordisk, a global healthcare company with over 90 years of innovation and industry leadership.

Nick is an accomplished reputation professional, a brand and marketing strategist with extensive experience in international brand development. As Head of Corporate Branding at Novo Nordisk, Nick managed a team working with reputation management, global brand strategy, digital communications, brand visibility and corporate identity. One of Nick's major achievements was the development and integration of the company's Changing Diabetes[®] brand platform and programme. Nick has also been a member of Novo Nordisk's global communication board responsible for communication, brand and reputation strategy throughout the organization, instrumental in establishing Novo Nordisk as one of the best perceived brands in pharma with excellent reputation and brand leadership across stakeholders.

Before joining Novo Nordisk in 2004, Nick spent 8 years as a brand consultant working extensively with healthcare, manufacturing and FMCG brands. He is a Business graduate of the University of Lincoln and has an Executive Master of Corporate Communications from Copenhagen Business School. Nick is also a published author with a chapter in the Oxford Handbook of Corporate Reputation entitled 'Managing Corporate Reputation through Corporate Branding'.

"We are very happy to hire someone who has been with one of our most trusted clients for over 10 years," said Jamie Bedard, President and CEO of Reputation Institute. "Nick is recognized as a top leader in reputation management, corporate branding and digital communications. I'm confident that he will play a key role in providing and implementing high quality solutions for our clients, and will fit in with our ethos of innovation and exceptional service."

About Reputation Institute

Reputation Institute (RI) is the world's leading consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak[®] model for analyzing the reputations of companies and institutions — best known via the Global RepTrak[®] 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak[®] and City RepTrak[®] studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.com>

Further information

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