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REPUTATION INSTITUTE SUPPORTS UK/IRELAND GROWTH WITH CONSULTING, SALES HIRES

Global leader in reputation management names Ed Coke director of consulting services and Jason Stokes vice president of sales

NEW YORK AND COPENHAGEN (April 22, 2015) — Reputation Institute has appointed Ed Coke as director of consulting services for the United Kingdom and Ireland and Jason Stokes as vice president of sales for the U.K. and Ireland.

“Ed and Jason are two talented, experienced leaders who will bolster Reputation Institute’s European team and support the strong growth in our business in this area,” said Kasper Nielsen, executive partner. “For our clients, Ed’s experience with fully customized research solutions is a perfect complement to our reputation RepTrak® research framework.”

Coke joins from Millward Brown’s corporate practice, and brings with him more than 20 years of experience in corporate reputation and stakeholder research. Coke will be based in London and will lead Reputation Institute’s client delivery team.

“Reputation Institute is a hugely respected leader in an expanding and dynamic category, and I’m looking forward to providing outstanding service for both our current and new clients,” said Coke.

Stokes is a senior sales executive with a strong background in marketing, corporate communications and investor relations in companies such as Forrester Research, Thomson Reuters and CEB. His focus has been on delivering strong, sustainable growth by identifying which key clients to target and how best to meet their needs.

“I’m looking forward to working with many of the U.K.’s leading brands, and helping Reputation Institute’s accomplished U.K. team deliver meaningful value to our customers in this growing economy,” said Stokes. “Reputation Institute has developed a powerful methodology, backed by extensive quantitative research, to help companies understand what their reputation is, and how to manage their reputation as a tangible asset.”

Reputation Institute is unique among marketing and communications consultancies in its sole focus on — and data-driven approach to — measuring and managing client reputations. Reputation Institute’s RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind appraisal of how consumers view the world’s best-known companies.

About Reputation Institute

Reputation Institute (RI) is the world’s leading research-based 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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