

**FOR IMMEDIATE RELEASE**

**REPUTATION INSTITUTE APPOINTS MICHELE TESORO-TESS AS  
EXECUTIVE PARTNER LEADING STRONG GROWTH IN NORTH AMERICA**

***Global Leader in the Science of Reputation Deepening Thought Leadership  
Research Investments and Opening Office Hubs in Critical North American  
Locations***

**CAMBRIDGE, MASSACHUSETTS (July 21, 2017)** – Reputation Institute extends the foundation of strong market growth with the appointment of Michele Tesoro-Tess to the leadership team as Executive Partner for North America. His appointment builds upon the acceleration of global growth for Reputation Institute, where Michele has already led exceptional growth in many international markets.

In parallel with its ongoing international expansion, Reputation Institute is developing office locations across the United States. Growing from its current location in Cambridge, Reputation Institute is establishing strategic office hubs in Chicago, Atlanta, and the West Coast. The new locations will strengthen Reputation Institute’s customer intimacy and presence nationally.

“There are incredible opportunities for growth. In order to exploit that growth we need to be close to our clients so we can remain quick and prompt in responding to their requests,” said Michele Tesoro-Tess. “Our success in Europe proves it. We need to have multiple office locations where our clients are. North America is larger than Europe and we need to treat it in the same way. With the talent we now have in place, we can really make a difference for our clients.”

Accompanying its geographic growth, Reputation Institute is deepening its thought leadership research in key verticals globally and nationally, including industry research in Insurance, Energy, Pharmaceuticals, Technology, Consumer, Finance, Food and Beverage, Hospitality, Airline, Automotive and Industrial RepTrak® coverage. Research growth is also occurring in thematic coverage, with topics including Multi-Channel Corporate Communications, Reputation Risk, Brand Alignment, Stakeholder Mapping, CSR and more, providing strategic insights for CCO’s and their teams.

“We are excited to have Michele leading Reputation Institute’s North America team,” said Jamie Bedard, President and CEO of Reputation Institute. “His international experience in delivering exceptional value for Reputation Institute clients brings precisely the right combination of insights for CCOs, CMOs and decision-makers interested in understanding and managing key drivers for the reputation landscape in North America.”

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With his appointment as Executive Partner in North America, Michele brings a wealth of experience and strong consulting expertise for international and national organizations in the area of reputation, employer branding, and corporate and internal communication and change management. His leadership has provided exceptional value to client organizations enabling them to improve corporate positioning and stakeholder relations, with insights from his deep understanding of qualitative and quantitative reputation research, reputation building, reputation risk management, communication master-plans, operational and tactical plans, audience segmentation, and channel optimization.

Michele's experience covers multiple industries including Consumer Goods, Energy and Utilities, Banking and Insurance, Pharmaceuticals and Automotive among others. Michele regularly speaks and writes on the topic of Return on Reputation of communications activities and how these need to be managed to maximize impact. Michele holds a BA in Business & Communication and a Master in Communications Management from the University of Lugano and UCLA Anderson School of Management.

Prior to his appointment as Executive Partner for North America, Michele led the successful acceleration of market growth internationally at Reputation Institute, including as Managing Director of Italy, Switzerland, and the Middle East. His experience includes senior leadership roles in international organizations, being responsible for the management of end-to-end projects in the field or corporate communication and change management and developing teams to provide exceptional value for clients.

### **About Reputation Institute**

Reputation Institute's RepTrak® methodology is the gold standard in the Science of Reputation™. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 20 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

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

### **Further information**

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