

FOR IMMEDIATE RELEASE

REPUTATION INSTITUTE ACCELERATING GROWTH WITH NEW LOCATIONS ACROSS UNITED STATES

Global Leader in the Science of Reputation Appoints Four Vice Presidents in Strategic Office Hubs, Strengthening Customer Intimacy Across National Presence

BOSTON, MASSACHUSETTS (September 12, 2017) – Reputation Institute continues to build upon strong global growth and investments with the expansion of locations across the United States and the appointment of Sue Tobias, William Shifflett, Phil Fox and Ivan Rocabado as Vice Presidents and Consulting Directors to lead strategic hubs in Chicago, Atlanta and the West Coast.

Sue Tobias and Phil Fox join to lead Midwest operations from Chicago.

Sue Tobias brings a strong expertise as a strategist, marketer and measurement expert with over twenty years of global experience working with Fortune 500 companies, nonprofits, foundations and social enterprises. Her private sector expertise is founded on extensive experience in growth strategy, brand management, innovation, and in the social sector working with corporations to build CSR strategies and with foundations and nonprofits to measure impact. At Reputation Institute Sue is a client thought leadership partner, providing senior executives counsel at the point where leadership, strategy and communications converge. Sue works with clients to measure reputation and use data insights in developing strategies to strengthen reputation and drive business growth. Sue is also on the faculty of the Lake Forest Leadership MBA program, providing a broad knowledge base of expertise in areas that are critical for success in today's business environment. Before joining Reputation Institute, Sue held senior leadership roles as Principal of Mission Measurement and of The Cambridge Group.

Phil Fox's appointment at Reputation Institute builds upon his strong foundation as a creative, strategic thinker with over a decade of primary and secondary research experience across consumer goods, retail and various service industries. His earlier successes in data visualization, research design, consumer/shopper analytics, product development, client relations, project management, visual storytelling and team leadership will bring significant contributions to Reputation Institute's growth. Before joining Reputation Institute, Phil held leadership roles at Nielsen as the Director, and earlier as Senior Manager, of Consumer and Shopper Analytics. Before Nielsen, Phil was a Senior Consultant with Euromonitor International.

William Shifflett joins to lead Southern operations from Atlanta.

William Shifflett joins the team as a dynamic leader with a proven track record over fifteen years of creating value for stakeholders, leveraging expertise in business development and management, strategic marketing, project execution, big data analytical solutions, software and technology alignment, brand development, media planning and measurement, and team leadership to identify and support true organizational needs. William developed his expertise with senior leadership roles including IRI where he was the Principal and Vice President, and previously the Director of Consulting Services, and at Nielsen where he was the Global/National Account Manager and previously the Consultant for Global Business Solutions.

Ivan Rocabado joins to strengthen Eastern operations from Boston.

Ivan Rocabado joins Reputation Institute as a results-driven global strategic research expert with a demonstrated ability to help clients develop and profitably grow. His proven ability to build relationships with senior-level clients includes identifying business challenges, introducing innovative research practices, and delivering highly customized insights and recommendations based on a deep understanding of the business across diverse countries and cultures while effectively managing multi-country business teams. Before joining Reputation Institute, Ivan's leadership roles included Vice President and Client Partner at Isobar, and Senior Vice President and Global Key Account Manager at GfK.

"We are excited to have these exceptional leaders joining the Reputation Institute North America team," said Michele Tesoro-Tess, Executive Partner of Reputation Institute. "Their combined expertise provides exceptional value for Reputation Institute clients, bringing 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."

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

Contact Reputation Institute

+1 617 758 0965

info@reputationinstitute.com
