

About Us

Founded in 1993, Brand Institute (BI) was created on this principle: provide the highest quality name development services, produced and presented by the most experienced professionals, in a timely manner, and at a competitive price. As we strive to deliver industry-leading nomenclature services, we are constantly adapting to our clients' needs to deliver greater value and successful outcomes.

Leadership

James L. Dettore
Chief Executive Officer & Chairman

William Johnson
Global President

Todd Bridges
Global President, Drug Safety Institute

David Dettore
President, U.S. Western Division & Asia

Hermann Spicker
Divisional President, Eastern U.S. & Canada

Jerry Philips
President, Client Relations

Courtney Kilroy
Divisional President, Northern California & Pacific Northwestern

Brian Frasca
Divisional President, Midwestern U.S.

Expertise

Brand Strategy/Architecture

Name Development

Market Research

Regulatory

Trademarks

Visual Identity

Locations 19 offices in 9 countries



BASEL

BOSTON

CHICAGO

DALLAS

FRANKFURT

LONDON

LOS ANGELES

MIAMI

NEW YORK

OTTAWA

RALEIGH-DURHAM

ROCKVILLE

SAN FRANCISCO

SAN JUAN

SÃO PAULO

SEATTLE

SEOUL

TOKYO

TORONTO

Contact

Media Relations

Scott Piergrossi
President, Operations & Communications
spiergrossi@brandinstitute.com

New Business

Can Celebican
Vice President Business Development
ccelebican@brandinstitute.com

Website

brandinstitute.com

Healthcare eBrochure

www.brandinstitute.com/healthcare

Consumer eBrochure

www.brandinstitute.com/consumer

Social Media

LinkedIn: brand-institute

Twitter: @BrandInstitute

Instagram: @brand_institute

Facebook: @BrandInstituteInc

