

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

Co-Chief Executive Officer & President

Todd Bridges

Global President, Drug Safety Institute

David Dettore

President, U.S. Western Division & Asia

Jerry Philips

President, Client Relations

Courtney Kilroy

Divisional President, Pacific Northwest

Brian Frasca

Divisional President, Midwestern U.S.

Expertise

Brand Strategy/ Architecture

Name Development

Market Research

Regulatory

Traditional Research

Visual Identity

Locations 19 offices in 10 countries



BASEL

BOSTON

CHICAGO

DALLAS

FRANKFURT

LONDON

LOS ANGELES

MIAMI

MONTREAL

MUMBAI

NEW YORK

RALEIGH-DURHAM

ROCKVILLE

SAN FRANCISCO

SAN JUAN

SÃO PAULO

SEOUL

TOKYO

TORONTO

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