

## Client Testimonials

*Brand Solutions and Chuck opened our eyes to the meaning and power of branding. Without his help, our project would not have been a successful one!*

- Vesa Walldén, Former Nokia Vice President of Sales and Marketing; Senior Partner at Capman Technology

*I brought Chuck in on several projects at Microsoft. He was instrumental in working through research and processes to determine strategic directions for our product marketing and branding. I can't say enough about his pragmatic approach that gets you what you really need to get your job done...and his enthusiasm about the work is delightfully contagious.*

- Dana Nunnally, Former Microsoft Senior Marketing Manager; Owner Northwest Design & Consulting

*Brand Solutions' methodology works, works well and Chuck keeps organizations on track with good humor and a deft touch.*

- Graham Bird, Former Vice President, Marketing & Sales, The Open Group; Principal, Enigma Consult

*Chuck Pettis and Brand Solutions brought us a complete brand identity experience that has literally transformed the way our organization is seen in the world. Chuck and his team are thorough and tireless in their support for clients, and their creative work is excellent. I would recommend Brand Solutions without hesitation for anyone looking for a high value brand identity experience.*

- Rev. Dr. James Lockard, Director, International Centers for Spiritual Living

*Chuck Pettis and his team are absolutely dedicated to making your brand successful! His knowledge of branding is extensive, and he goes the extra mile to give excellent guidance and practical assistance. If you are thinking of working with Brand Solutions, don't hesitate. You'll be glad you did!*

- Lisa Wittman, VP Communications, Association of Unity Churches International

*Chuck Pettis is outstanding in helping a leadership team comprised of strong and diverse personalities get to consensus on key issues. Brand Solutions' market research yielded excellent insights about our internal and external audiences. They translated this information into key messaging and positioning recommendations, which advanced our organization's goals.*

- Larry Herron, Vice President for Development, Institute for Systems Biology

*Brand Solutions helped us really align our brand with the promise and vision of our mission. Two years on, we have a cohesive, compelling message that has helped both us and our audiences clearly understand what we're about and how we're different. Their branding work has put us on the path to greater success.*

- Ritu Sharma, Co Founder and President, Women Thrive Worldwide

*As a developer, we used envisioning sessions to craft our story and launch marketing and pre-sales efforts. These sessions spanned several days and were rather expensive. Then I discovered Chuck Pettis and went through several of his Branding Workshops. I cannot say enough about the process and results. Chuck's hands-on approach in the workshop and the fact that after one day you have a Brand Map, alignment with participants, key messages, and target markets nailed is not only impressive but effective. Chuck's a winner and his brand work is second to none.*

- Robert Holmes, Managing Partner, THG LLC

*Chuck Pettis and Brand Solutions really helped us with our branding , brand identity, and approach to marketing and promotion execution.*

- John M Kaestle, President and CEO, HaloSource, Inc.

*Brand Solutions worked with us and our channel partners to define and validate our brand identity- this really helped us move our business forward!*

- John M Kaestle, President and CEO, HaloSource, Inc.

*I can't thank you enough for the Branding Workshop yesterday—really nice work. Everyone here is impressed—and buzzing.*

- Stephen D'Esposito, President, RESOLVE

*Learning the art and science of branding from Chuck Pettis was a pivotal experience for Northern Plains. Our name recognition, reputation and ability to reach our target audience is much stronger than pre-Brand Solutions.*

- Teresa Erickson, Staff Director, Northern Plains Resource Council

*Brand Solutions helped us define our leadership brand and give our organization a direction—for the first time in 50 years!*

- Judy Morley, Ph.D., RScP, Communications Leader, United Centers for Spiritual Living

*Because of our association with Brand Solutions and Chuck Pettis, we have completely overhauled the way we do business, including merging with an organization that split from us over 50 years ago. Chuck gave us unprecedented clarity and direction for our organization.*

- Judy Morley, Ph.D., RScP, Communications Leader, United Centers for Spiritual Living

*Chuck's quantitative approach resonated with the more technically-minded members of our team and was a critical step in getting everyone on the same page about our brand identity.*

- Betsy Ribera, Vice President, Consumer Marketing, PayScale Inc.

*As a diehard cynic, I approached Chuck's process with apprehension. After the workshop, I was surprised that we had made genuine progress, gotten closer to our products and services and were well on the way to solving some awkward and elusive branding issues!*

- Garry Doherty, Open Group Product Manager