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Chuck Pettis, President of BrandSolutions, Inc.

Chuck Pettis, author of *TechnoBrands*, is President of BrandSolutions, Inc. (www.brand.com), a leading branding and advertising agency located on Whidbey Island, near Seattle, Washington, USA. Deeply concerned about saving the environment and doing social good, Chuck Pettis also works with numerous non-profit organizations.

Over the course of his 35-year branding career, Chuck Pettis has worked in a wide variety of industries: high-tech, manufacturing, computer hardware and software, telecommunications, banking, fashion, healthcare, Internet, retail, and service businesses, as well as numerous non-profit and spiritual organizations.

BrandSolutions non-profit clients include: Institute for Systems Biology, United Centers for Spiritual Living, International Centers for Spiritual Living, Women Thrive Worldwide, Clean Wisconsin, Idaho Conservation League, Northern Plains Resource Council, Family Policy Council, Washington State Council for the Prevention of Child Abuse, and many more.

Chuck Pettis is a very enthusiastic speaker and has the gift of being able to explain the principles of branding in a compelling and entertaining manner so that people at all levels can understand and appreciate the power of branding. Because of his broad experience in entrepreneurship, marketing, advertising, public relations, and market research, he is able to provide integrated brand solutions that bring tangible and measurable results.

Chuck Pettis began his career by branding his father's high-tech company, where he created one of the first in-house advertising agencies in the world. When his father's company was sold (at a very attractive valuation), he joined the acquiring company, Toledo Scale Division Reliance Electric, as Marketing Services Manager. Returning to his entrepreneurial roots, he founded and was president of Software Productions, an award-winning and best-selling educational software company. Moving to Seattle, he became principal of Floathe Johnson, a high-tech advertising agency where he founded the agency's public relations division and then founded and led the agency's brand consulting and market research business. When Floathe Johnson was acquired by EvansGroup, he became managing director of the "BrandSolutions" division. Shortly after acquisition of EvansGroup by Publicis in 1998, Chuck Pettis left the agency business to form his own branding and advertising business, BrandSolutions, Inc.

Taking personal responsibility to enhance biodiversity and create a sustainable society, Chuck Pettis founded Earth Sanctuary (www.earthsanctuary.org), a nature reserve and retreat center on Whidbey Island near Seattle. Combining a 72-acre wildlife sanctuary with art, spirit, and the latest state-of-the-art ecological design, Earth Sanctuary is a unique place for connection with nature, personal renewal, and spiritual connection.

Chuck Pettis has a BA in psychology from Carnegie-Mellon University and an MS in design from Southern Illinois University. Chuck Pettis can be reached at +360-331-6667 or at cpettis@brand.com.

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