

# Brand-Solutions, Inc.

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## **Chuck Pettis, President of BrandSolutions, Inc.**

Chuck Pettis, author of *TechnoBrands*, is President of BrandSolutions, Inc. ([www.brand.com](http://www.brand.com)), a leading brand consulting and market research firm located in Medina, Washington, USA, near Seattle. BrandSolutions specializes in creating corporate and product brands that increase sales, market share, customer loyalty, and brand valuation.

Over the course of his 30-year branding career, Chuck Pettis has worked in a wide variety of industries: high-tech, manufacturing, computer hardware and software, telecommunications, banking, restaurants, fashion, healthcare, Internet, retail, and service businesses, as well as numerous non-profit organizations. BrandSolutions clients include: Microsoft, Nokia, HP, Sun, Nordstrom, JELD-WEN (America's largest manufacturer of windows and doors), Simon (America's largest shopping mall manager) and many others, including numerous emerging growth companies.

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 results to the bottomline.

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 business, BrandSolutions, Inc.

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 +425-637-8777 or at [cpettis@brand.com](mailto:cpettis@brand.com).