

Duane Knapp is recognized as the authority on building Genuine Brands. He is a pioneer in the field of BrandScience, as well as in developing multi-brand marketing programs and alliances. Mr. Knapp has served on dozens of organizations' boards of directors, including Federated Western Properties, Inc and Director Emeritus of Longs Drug Stores and has held a variety of senior executive positions, including chief executive officer, president, executive vice president, vice president of corporate marketing, vice president corporate development and corporate strategist at several public and private companies. These include Westin Hotels (Westin Enterprises and Discoveries retail stores and catalogs), Holiday Corporation (Holiday Inn and Holiday Clubs, Perkins Family Restaurants), The Promus Companies (Embassy Suites, Residence Inn, Hampton Inn, Homewood Suites and Harrah's Casinos) and Cinnabon World Famous Cinnamon Rolls. He advises leading law firms relating to high profile brand and intellectual property matters and has specific expertise in the fields of travel & hospitality, food and beverage products, restaurants, retailing, health care, financial services and real estate development. He has been approved as a Senior Gaming Officer by both the New Jersey and Las Vegas Gaming Authorities.

He has taught and lectured widely at universities and graduate schools throughout the United States, including Vanderbilt, Stanford, the University of California, the University of Colorado at Boulder and Seattle University. Mr. Knapp is the leading "keynote" speaker on the subject of building Genuine Brands. He has published, or has been quoted or featured in hundreds of publications including *BusinessWeek*, *Brandweek*, *CFO Magazine*, *Association Management*, *Marketing*, *Washington CEO*, *Bankers Magazine*, *Design Forum*, *Focus Magazine*, *Risk Management*, *Forbes Magazine Travel*, *Distribution Reports*, *Private Clubs Magazine*, *International Journal of Medical Marketing*, as well as *The Seattle Times*, *The Journal of Commerce* and many private corporate and association publications as well as television and radio talk shows.

His current book, *The BrandMindset®*, was published by McGraw Hill and was selected by IBM and American Express as the "must read" book for their top 400 executives and is now available in seven languages. It is considered to be the definitive guide to building Genuine Brands. He is also the co-author of *Destination BrandScience*, published by the Destination Marketing Association International. It is the guide book for developing Genuine brands for Convention and Visitor Bureaus, Tourism Boards and Destinations. His third book, *The BrandPromise®* is being published by McGraw-Hill in early 2008.

Duane Knapp's *BrandPromise®* philosophy is highly acclaimed and has been extensively referenced and quoted in many books and publications including Tim Sanders in the bestseller, *Love is the Killer App*, Michael Levine in *A Branded World* and David Aaker's book, *Building Strong Brands*. He also wrote the foreword for Doug Price's new book; *License to Serve*.

Mr. Knapp is President of **BrandStrategy, Inc.** which has advised over 300 brands in 14 countries worldwide including corporations, communities, societies, professional associations, institutions, countries, world-class professionals, celebrities and successful individuals who desire to optimize their perception, image and success. Selected clients include AT&T, Worldspan Reservation Systems (Delta, Northwest and TWA Airlines), Callison Architecture, Raffles International, Ltd., Destination Marketing Association

International, PCMA (Professional Convention Management Association), Graham & Dunn (Attorneys), QFC (Quality Food Centers, Inc.), Associated Grocers, Inc., Pacific Foods of Oregon, Inc., Restaurants Unlimited, Inc., American Society of Association Executives (ASAE), AAA (American Automobile Association), American Academy of Ophthalmology, American Academy of Family Physicians, Santa Monica Convention & Visitors Bureau, Tourism Vancouver, Community Action Agency, Federated Department Stores, Inc. (Bloomingdales and Macy's), Longs Drug Stores and Sunkist. He has also advised many leading brand design and consulting firms including: Girvin Strategic Branding and Design, Diefenbach Elkins, GMA Research and FutureBrand.

Mr. Knapp received his BA in Business Administration from Western Michigan University and his MBA from the University of Toledo. He also completed a postgraduate program in Strategic Marketing at the Stanford University Graduate School of Business.