

Lynn B. Upshaw



Lynn Upshaw is a marketing consultant and trainer, author, educator, and recognized authority on strategic marketing. He is principal of the Upshaw Marketing consultancy, and a member of the MBA marketing faculty at the Haas School of Business at the University of California, Berkeley. He has previously served as Senior Consultant at Interbrand and to Bridge Strategy management consultants. Prior to that, he was Executive Vice President for Client Brand Marketing at Ketchum Advertising USA, and EVP/Chief Operating Officer of its largest office.

Consulting and Training Experience

In his consulting, Lynn Upshaw helps corporate clients build marketing plans, designs and leads marketing training, assesses equity research, guides managers and senior executives on building comprehensive internal and external marketing programs, and conducts strategic planning workshops for organizations across a wide breadth of industries. His consulting and/or training clients have included (alpha/abridged list): Bank of America, Bayer Corporation, BEA Systems, Bio-Rad Laboratories, BlackRock/iShares, Blue Cross of California, Coverity Inc., DTS Digital Cinema, Health Net Inc., Intel Corp., Kaiser Permanente, NEC Corporation, PayPal/eBay, R.H. Donnelley, SBC Communications/AT&T, SunPower, Inc., TriNet HR Corp., Visa International, Wind River Systems and 3Com Corp., among others.

Teaching

In his teaching, Lynn has guided many hundreds of MBA students at the Haas School of Business through the intricacies of corporate and product/service marketing. He was a recipient of the Earl F. Cheit award for teaching excellence, and has been named to the "Club 6" top faculty teaching ratings every year since 2007. He has also served as the Faculty Director for the Berkeley Executive Leadership Program, the Berkeley-Nanyang Advanced Management Marketing Program, and the Shanghai University Professional Development Program at the UC-Berkeley Center for Executive Education.

Thought Leadership

Lynn has written numerous articles for such publications as *Advertising Age*, *Brandweek*, *The Peking University Business Review* (PRC), *brandchannel.com*, *The Journal of Brand Management* (UK), *marketingprofs.com*, *Advertising Express* (India), and *The Journal of Integrated Marketing Communications*. He has also authored or lead-authored three books on marketing strategy:

- *Building Brand Identity: A Strategy for Success in a Hostile Marketplace* (John Wiley & Sons, 1995), which has been listed by *Amazon.com* as one of the ten most popular books on brand building;
- *The Masterbrand Mandate: The Management Strategy That Unifies Companies and Multiplies Value* (also from Wiley, 2000), co-authored with Earl Taylor, which was awarded the 2001 WPP Worldwide Atticus Grand Prix Award; and
- *Truth: The New Rules for Marketing in a Skeptical World*, (Amacom, 2007), described by marketing scholar Philip Kotler as a "blueprint for winning marketing performance in an age of transparency."

Lynn has also been the keynote or featured speaker at industry and client conferences throughout North America, and in Europe, Asia, South America, and India. He has created and facilitated dozens of marketing, strategic planning, and marketing training workshops covering a wide variety of business subjects.

Additional

Lynn currently serves, or has served, on the advisory boards of *brandchannel.com*, The CMO Council "Brand Protection" Program, Thunder Factory Marketing, Inc., MindPath Interactive Media, Benchmark Metrics, Inc., UC-Berkeley Extension/Marketing Group, Gliding Eagle Wine and the Presidio School of Management. Over the years he has also consulted with numerous non-profit organizations, including United Way of the Bay Area (Corporate Volunteer of the Year), Glide Memorial Foundation, the Bay Area Science Fair (Chair of the Board), and the San Francisco Theological Seminary (Chair of the Board). He also serves as a Special Olympics coach.

Lynn received his BSA and MSA degrees from Northwestern University. He lives with his family in Kentfield, California.