

JACK BERGSTRAND, Founder and CEO



Jack Bergstrand is CEO of Brand Velocity, Inc. and leads the firm's thought leadership on knowledge work productivity. He is the author of *Reinvent Your Enterprise*, creator of the *Strategic Profiling* instrument, and has more than 25 years experience in corporate change leadership and cross-functional management.

While at Brand Velocity, Bergstrand has led a number of large strategy and strategic change projects in enterprise marketing, technology, supply chain and corporate communications.



Prior to joining Brand Velocity he was vice president of business systems for The Coca-Cola Company, where he led and restructured the corporation's largest function, including global information technology operations, data standards operations and enterprise-wide global systems initiatives.

Bergstrand was also senior vice president and chief financial officer of Coca-Cola Beverages Ltd., the publicly traded bottler of Coca-Cola soft drink products in Canada. He also served there as vice president of manufacturing and logistics, guiding the company's national supply chain and change leadership strategy.

The first 10 years of his career focused on sales and marketing, where he was vice president and division manager and vice president of marketing for The Coca-Cola Bottling Company of New England.

Mr. Bergstrand earned his master of science degree in management from Stanford University, a master of arts degree in advertising from Michigan State University, and is a doctoral candidate in the Executive Leadership Program at The George Washington University.

WILLIAM F. HARTMAN, MANAGING DIRECTOR



Bill Hartman is Managing Director of Brand Velocity, Inc. His background includes over 30 years of senior consulting and business experience – including CEO of Ernst & Young's Global Client Consulting practice for the Americas, Europe, Asia, and Latin America, which focused on the firm's top 30 clients on a global basis.



Prior to joining Brand Velocity, Hartman was Managing Director of the Products Group for Cap Gemini Ernst & Young U.S

In his role at Cap Gemini, Bill was responsible for the firm's manufacturing, retail, consumer products, distribution and energy, chemicals and utilities sectors. In this role he oversaw 145 partners, 1800 management consultants, and was responsible for managing 35% of the firm's US practice.

Over the past 15 years Bill has managed and consulted on hundreds of successful engagements across industries for a broad spectrum of key areas – including supply chain, client relationship management, information technology, change management, pricing, process improvement, project management, executive facilitation, and global operations. Bill has also served as the CIO for a Fortune 150 company and has led the assessment and restructuring of large IT projects for internationally recognized companies while at Brand Velocity.

Bill spent the first 15 years of his career in manufacturing management roles and as an executive specializing in the commercial software industry – implementing financial, production, sales & marketing, and materials management software as a catalyst for sustainable organizational change. Bill is an alumnus of Albright College, is a leader for the Central Eurasian Leadership Alliance (CELA) under direction of the Society of International Business Fellows (SIBF), is a board member of the Global Network Foundation and is a life member of the board of trustees of Pace Academy, in Atlanta, Georgia.

BRAND VELOCITY. THE PROJECT ACCELERATION COMPANY®

Brand Velocity, Inc., Atlanta, Georgia © 2009 Brand Velocity, Inc. All Rights Reserved

ALAN KISLING, GROUP PRESIDENT



Alan Kisling is Group President for Brand Velocity, Inc. and leads the firm's thought leadership on using information technology to improve financial performance.

Kisling has over twenty five years experience in information technology, business management, management consulting, supply chain management, and industrial engineering.



Kisling was previously vice president, in charge of The Coca-Cola Company's worldwide information technology function. He also led the turnaround and subsequent successful global rollout of one of the largest SAP projects ever implemented.

Prior to joining The Coca-Cola Company he was vice president of planning and logistics for The Coca-Cola Bottling Company of New York, and was directly responsible for restructuring the company's supply chain as part of an executive team that led this company's successful turnaround.

Kisling was also a management consultant with Deloitte & Touche, where he specialized in strategy and supply chain management and worked across multiple industries. Prior to that, he was plant industrial engineer for Frito-Lay, program administrator for Lockheed Corporation, internal consultant for Owens-Corning Fiberglas and plant manager for the Complete Packaging Company.

Mr. Kisling earned his master's degree in business administration from the Harvard Graduate School of Business Administration. He also earned a bachelor's degree in industrial and systems engineering from the Georgia Institute of Technology.

BRAND VELOCITY. THE PROJECT ACCELERATION COMPANY®

Brand Velocity, Inc., Atlanta, Georgia © 2009 Brand Velocity, Inc. All Rights Reserved