

## **Biographical Information**

Clients, agencies, media and academic institutions have called upon Sasha Strauss' award winning forums worldwide; presenting throughout East Asia, Europe and North America. NPR, ABC Radio and The Wall Street Journal continue to seek his expertise on branding everything from presidential candidates to innovative start-ups and Fortune 500s.

Mr. Strauss is the Managing Director at Innovation Protocol, a brand strategy consulting firm that exclusively serves innovators. The firm's clients include global market leaders such as Johnson & Johnson, Korn/Ferry International and PayPal. As well, 10% of the company's brand strategy services are allocated to serving non-profits, with nearly half a million dollars in philanthropic work being delivered since the agency's founding.

When not leading the development of brand strategies for the firm's international clientele, Mr. Strauss is an Adjunct Professor at USC's Annenberg School for Communication, where he teaches graduate brand strategy. As such, he regularly guest lectures at preeminent graduate programs such as the Anderson School at UCLA, MIT Sloan and The Johnson School at Cornell.

With over 14 years in strategic brand development, Mr. Strauss has led international programs for companies such as Microsoft, TiVo, Thermos, Electronic Arts, Yahoo!, eBay and Adobe.

Mr. Strauss holds a bachelors degree from UC Irvine, a masters in Strategic Corporate Communication Management from USC and an executive business management degree from UCLA's Anderson Graduate School of Management.

Mr. Strauss has been leading seminars at least 10 times a month for a decade and is a certified Toastmaster.

## Overview

### Corporate Speaking Engagements:

- Adobe
- Yahoo!
- TiVo
- QSC
- BMC Software
- Johnson & Johnson
- Microsoft
- ViewSonic
- PayPal
- Electronic Arts
- Korn/Ferry International
- American Museum of Natural History

### Organizational Speaking Engagements:

- American Marketing Association
- AIGA The Professional Association for Design
- Vistage Executive Leadership
- Marketing Executives Networking Group
- Los Angeles County Bar Association
- UC Office of the President

### University Speaking Engagements:

- USC Annenberg School for Communication
- USC Marshall School of Business
- Columbia Business School
- Fordham School of Business
- Indiana University Kelley School of Business
- Cornell Johnson School of Business
- MIT Sloan School of Management
- UCLA Anderson School of Management
- UCI Paul Merage School of Business
- The Art Institute

## Links

### Sample Speaking Engagements:

UCLA Anderson School Of Management

Brand Strategy for Social Media

<http://www.anderson.ucla.edu/alum-event-details.xml?eid=2193>

USC Alumni Club of West Los Angeles

Personal Branding Seminar and Reception

<https://secure.www.alumnicconnections.com/olc/pub/SCA/events/SCA2236800.html>

Behind the Logo Interactive Seminar Series

Branding 101; Intro To All Things Branding

[http://www.innovationprotocol.com/ip\\_btl\\_01c/](http://www.innovationprotocol.com/ip_btl_01c/)

The Professional Association for Design (AIGA) Los Angeles

Managing Your Client, Managing You

<http://aigalosangeles.org/events/2008/01/use-this-for-bu.php>

The Southern California Biomedical Council

Branding Social Media

<http://www.youtube.com/socalbio#p/a/u/2/40kNjnhRZSg>

### Media Exposure:

The Wall Street Journal

Tips: How To Expand Your Product Line; Interview With Simona Covel

[http://online.wsj.com/article/SB121941894694463897.html?mod=dist\\_smartbrief](http://online.wsj.com/article/SB121941894694463897.html?mod=dist_smartbrief)

The B2B Brand Debate

CSR Value for B2B Brands; Article Written By: Sasha Strauss

<http://www.b2bbranddebate.com/?p=92>

Demand Is Up: Empowering MBA Marketers

Review Of Behind The Logo; Branding 101

<http://demandisup.com/?p=100>

CBS Radio

KNX 1070 News Radio; Interview With Frank Mattek

<http://podcast.knx1070.com/knx/1973398.mp3>

Marketing News Radio

The Hottest Class In B-School: Brand Strategy

<http://tinyurl.com/yg8a867>

## References

- Johnson & Johnson
- Yahoo!
- PayPal
- Korn/Ferry International
- USC Annenberg
- USC Marshall
- UC Irvine
- UCLA Anderson
- KABC Radio
- AMA Radio
- National Public Radio
- The Wall Street Journal

## Contact Information

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