



Sasha Strauss

Adjunct Faculty – Graduate Brand Strategy

Sasha Strauss shares from two decades of experience in brand development, building brands for corporations, philanthropies and universities while working at top advertising, PR, marketing and branding firms worldwide. His unique and proven perspective on how brands are built and communicated laid the foundation for his brand strategy consulting firm, Innovation Protocol. The 10 year old company has a team of 25, with staff in Los Angeles, San Francisco and New York. His team’s ability to inculcate brand truth is the reason brands like ADP, Amgen, Disney, Google, Notre Dame, PayPal, Nestle, and Korn Ferry enlist their consult and keynotes on brand strategy.

In the midst of full time international work, Strauss teaches graduate brand strategy and marketing courses at USC, UCLA and UC Irvine’s business schools.

Teaching

Adjunct Professor | USC Marshall School of Business August 2011 - Present

Course built around the stages and tactics of brand strategy, using real client case studies and visiting brand professionals to supplement a rigorous semester of team field research and capstone project presentation development and delivery.

Adjunct Professor | UC Irvine, Paul Merage School of Business October 2011 - Present

Executive brand strategy and innovation courses taught 3-5 times a year to a mix of international and corporate graduate students.

Adjunct Professor, Executive In Residence | UCLA Anderson School of Management October 2010 – Present

Courses built for part-time and fully-employed management executive schedules, with 1-week, multiple long-weekends, and weekly versions of curricula and assignments. Each lecture is self-contained, optimized for global remote learning and the digital classroom.

Adjunct Professor | USC Annenberg School of Communication June 2006 - March 2012

Developed original curriculum as masters thesis, then taught the brand strategy course to classes of 55 international graduate students, three times a year for five years. Focused on key elements used in brand development, including; brand positioning, research, naming, brand architecture, extension and valuation.

Education

Masters, Strategic Corporate Communication Management | USC Annenberg School of Communication 2004 - 2005

Executive Management Certificate, Business Administration | UCLA Anderson School of Management 2002 - 2003

Bachelors of Arts, Political Science | University of California, Irvine 1994 - 1999

Professional Experience

Managing Director, and Founder | Innovation Protocol

September 2006 - Present

International client base with a team of full time brand analysts, strategists and designers. For-profit clients include: American Express, BMC Software, eBay, Hershey, Johnson & Johnson, LEGO, Medtronic, Sam's Club, and Warner Bros.

10% of resources remain allocated to serving philanthropic organizations since the firm's founding. Non-profit clients include: ASUG | America's SAP User Group, Ford's Theater, Hosteling International, Jewish Family Service of Los Angeles, LA County Bar Association, Mozilla / Firefox, Roman Catholic Diocese of Orange, Toastmasters International, Union Station Foundation, and the X Prize.

Director, Brand Development | Brand Sense Partners

October 2005 - October 2006

Firm partners with strong consumer brands and engages in business and brand development partnerships to leverage brand assets in new consumer products and services. Directed department and lead all firm clienteles' brand strategy programs, from primary research to product development. Defined brand platforms, innovated ways to extend brand assets, and then rationalized the opportunities through retail, market and competitive analysis. Created and implemented new proprietary brand assessment and development systems; including category opportunity financial analyses, pioneering "fictitious brand extension" audience demand research and brand architecture growth systems. All programs are now used as master phases for every client strategic brand extension initiative. Sample clients: Clorox brands, Electronic Arts, American Museum of Natural History.

Senior Brand Strategist | Siegel & Gale (Omnicom)

April 2002 - October 2005

Led international brand strategy programs. Managed relationships and directed multiple simultaneous teams of 2-10 strategists and creatives. Authored proposals and lead new business development with current clientele; responsible for developing upwards of \$3 million in new services. Responsibilities included: stakeholder and customer interviews, personality / brand personification; mission, vision and positioning; primary research; global brand architecture systems; brand guideline development; direct and indirect competitive analysis; board and c-level executive presentations; worksession development and hosting internal and external brand launch programs. Sample clients: Yahoo!, Adobe Systems, Microsoft, TiVo.

Brand Planner | BrandingBusiness (RiechesBaird)

April 2000 - April 2002

Developed brand platforms, campaign strategies and competitive analyses to guide creative implementation of branding recommendations as the agency's "voice of the market." Built and directed research programs to explore target market appeal through focus groups, consumer intercepts and internet studies. Analyzed findings and developed new intuitive method for execution of the communications program in relation to competitive messaging. Sample clients: Toyota, Pacific Life, Edwards Lifescience, and Bosch.

Brand Marketing Manager | Ellinai Industries

August 1997 - February 2002

Directed promotional marketing events for consumer product brands. Managed business development, event organization and recruitment, hiring, training and payroll for 80 contracted employees. Teams of 2-25 promoted clientele through speaking, collateral distribution, promotional give-aways and direct consumer communication. Also collected demographic statistics, consumer insights and competitive market data through consumer opinion studies. Events included the ESPN X-Games, The Toshiba Tennis Classic and The Vans Warped Tour. Sample clients: AT&T, SoBe/Pepsi, Trojan, Saran.

Brand Strategist | CRISPx Brand Agency

1996 - 1998

Clients: OneService, G4S, XFX, Pine Technologies and UC Irvine

Account Services | Rogers & Cowan Public Relations

1996

Clients: United Artists and American Red Cross

Account Services | TBWA\Chiat\Day

1995

Client: Nissan

Publishing and Video Samples:

Big Impact, Small Spaces - Advertising Age October 2015

<http://adage.com/article/google/big-impact-small-spaces/301092/>

Branding in the New Normal - Google May 2013

<https://www.youtube.com/watch?v=1I2CUjkg0ug>

From Branding, with Love. - TEDx March 2012

<http://www.youtube.com/watch?v=y9Yr-mfIXls>

Should BP's trademark team be airdropped into the Gulf? - World Trademark Review June 3, 2010

Authors: Sasha Strauss, Adam Smith

About BP's hard and soft brand assets - and how they might be leveraged in the wake of the gulf incident.

Brand Politics - World Trademark Review 2010

Authors: Sasha Strauss, Adam Smith

How governments around the world are waking up to the importance of brands.

CSR Value for B2B Brands - B2B Brand Debate October 19, 2009

Authors: Sasha Strauss

Is there value in developing a Corporate Social Responsibility (CSR) program for a business to business organization? Absolutely.

When Is a Logo a No-Go? - NPR - KCRW October 19, 2010

Authors: Sasha Strauss, Frances Anderton

After a lengthy and costly redesign process, Gap unveiled a new logo, to outrage from customers. So they went back to the old one. Frances Anderton talks with branding consultant Sasha Strauss and graphic designer Michael Hodgson about logos and when they need -- or do not need -- a refresh.

How to Expand Your Product Line - Wall Street Journal August 23, 2008

Authors: Sasha Strauss, Simona Covel

Steps a small business should take to understand its market and prudently launch a new product.

Hastings's Folly: The Netflix/Qwikster Quagmire - Forbes Magazine September 20, 2011

Authors: Sasha Strauss, David Radcliff

A critical analysis of Netflix's creation of the (now-defunct) Qwikster DVD-mailing brand.

NPR Interview - Sasha Strauss - Customer Knows Best - National Public Radio - KPCC March 2012

Authors: Sasha Strauss, Matthew DeBord

Hour long interview between Sasha Strauss and NPR host Matt DeBord.

Justin Timberlake Can't Save MySpace - Forbes Magazine July 1, 2011

Authors: Sasha Strauss, David Radcliff

An analysis of the brand repercussions of Justin Timberlake's involvement in the retooling of MySpace.

Absence make the McHeart grow fonder: the staying power of the McRib is that it always goes away - National Public Radio November 5, 2010

Authors: Sasha Strauss, Jonathan Gold, Patt Morrison

The McRib is back, but like Celine Dion, The Rolling Stones, and Cher, it's promising this is its farewell tour. McDonald's removed the sandwich from its permanent menu over twenty years ago, and has since offered it in only limited places for a limited time, perhaps unintentionally positioning it as the Chupacabra of fast foods.