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Bio
Stanley Moss' career of over 40 years spans locales from Southern California to New York City, Paris, London, Hong Kong, and Portland, Oregon, branding for clients as diverse as The American Hotel & Motel Association, Citibank's International Banking Group, Coca-Cola of Belgium, the French-American Chamber of Commerce, Drexel Burnham Lambert, General Atlantic Corporation, Intel, Lucasfilm, Jantzen, The New York Times Company, the University of California at Berkeley and Xceptor Therapeutics.

In 2001 he founded Diganzi, an interdisciplinary practice, working in conjunction with a network of specialist firms to engage deeper brand issues in the international arena.

Selected publications
<http://www.diganzi.com/articles.html>

Will travel for speaking engagement? Yes

Areas of specialization for expert sourcing

Youth Brands

Luxury Brands

Strategy

Brand Communications

Cross-border marketing solutions

Speech topics/presentations**Organic Branding**

Contrary to hostile conjecture, branding is not dead; it's just morphing. Stanley Moss regards brands as organic, fractal, evolving entities, and that a brand isn't only a promise or a conversation. It is, Moss says, a journey. In order to succeed, brands need to be aware of the reality of their ongoing transformation. Using examples of prominent global companies, Moss describes the rise and fall of great brands, ending his speech with who did well and why.

Tracking the Brand 2000-2010

Five years ago companies were just beginning to hear stirrings of the words Corporate Social Responsibility. Sustainability: forget about it, nobody knew. Today we're in a consciousness competition, trying to remake our brands authentic, responsible and digital at the same time. Plus there's all those former ad people running around trying to call themselves brand experts, muddying the waters. So what's the next CSR? Moss predicts.

The Brand As Jihad

Not a speech for everyone. Moss begins by reading an 850-word chapter excerpt from an unpublished novel entitled *The Book of Deals*, written in 2001. In it, the history of the Kent cigarette brand is framed in the language of holy war waged on consumers. An entertaining take on vintage commercial branding, meticulously researched with lots of interesting vocabulary. It's also a parable about the condition of spirituality in our culture.

Trying Not To Look Big

Some companies' credibility is built on not appearing big, no matter what their size. Bigger wasn't better. Big Gulp + Big Mac= headed for the rocks? The speech discusses how we can free ourselves from a mass-proliferated way of thinking that the only desirable brand is a big brand. How can corporate culture transform, if growth is removed as a prime directive?