

Tim Cunningham Joins Lippincott as Senior Partner in San Francisco

NEW YORK and SAN FRANCISCO, July 24, 2012 [PRNewswire/](#) -- Tim Cunningham, a veteran digital marketing and brand strategist, has joined Lippincott as senior partner and head of its San Francisco office.

Mr. Cunningham brings over 20 years of experience leading transformational marketing strategies for many of the world's leading brands including General Motors, Microsoft, General Mills, Hewlett-Packard, MasterCard, Best Buy, Allstate Insurance and Wells Fargo Bank. Prior to joining Lippincott, he was the managing director for MRM Worldwide in San Francisco as well as chief strategy officer for the agency globally. In addition, Mr. Cunningham has held several leadership roles in the strategy and analytics practice at Digitas.

"Tim's experience defining powerful strategies for brands across industries will be a critical asset as we expand our presence on the west coast," said Rick Wise, chief executive officer at Lippincott. "His credentials and expertise across both brand and digital strategy development will assist our clients navigate the changing marketplace."

Earlier in his career, Mr. Cunningham was a management consultant at Accenture, where he focused on organizational and growth initiatives for clients such as Deutsche Bank, GE Capital, Morgan Stanley and Sony Electronics. Prior to Accenture, he worked at Wells Fargo, where he provided analytical and strategic support to the retail group.

Mr. Cunningham holds a M.B.A. from the MIT Sloan School of Management and a B.A. in economics from Claremont McKenna College.

About LIPPINCOTT

Lippincott is a leading brand strategy and design firm with a 70-year heritage crafting authentic stories, memorable experiences and winning strategies for the world's most iconic brands. Its expertise spans all aspects of brand building including strategy, identity design, environmental branding, customer experience management and brand activation. The firm uniquely combines business-based strategic thinking and creative excellence to solve complex challenges facing corporations today as they shape their brands for the future. Recent clients include 3M, Delta Air Lines, Hyatt, Infiniti, Samsung, Starbucks and Walmart. Lippincott is part of Oliver Wyman, a global professional services organization owned by Marsh & McLennan Companies.

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