

# Heather Stern Joins Lippincott as Chief Marketing and Communications Officer

NEW YORK, Oct. 29, 2012 /PRNewswire/ -- Heather Stern, a seasoned marketing and communications professional, has joined leading brand strategy and design firm, Lippincott ([www.lippincott.com](http://www.lippincott.com)) as chief marketing and communications officer based in the company's New York global headquarters.

In her role, Ms. Stern is responsible for increasing Lippincott's global brand presence. As part of this, she will drive the company's overall external marketing strategy including content development, branded communications, media relations, digital marketing and sponsorships. She will also focus on internal communications and employee engagement initiatives.

"The last several years have marked strong investment in new intellectual capital and innovation at Lippincott," said Rick Wise, CEO of Lippincott. "As our capabilities, thinking and relationships have deepened, we are increasingly focusing on getting our ideas out to the broader global business and marketing community. I am pleased to bring a senior talent like Heather into the organization to accelerate these efforts and help drive future growth."

Prior to joining Lippincott, Heather served as vice president of marketing for WPP's Millward Brown unit, where she spearheaded marketing and thought leadership initiatives in North America. She managed numerous global marketing campaigns including the launch of the breakthrough book, *Grow*, written by Jim Stengel, former global marketing officer of Procter and Gamble.

Earlier in her career, Ms. Stern was a senior conference producer at the Institute for International Research and led marketing communications for Elias Arts. She started her career as an editorial assistant to international best-selling author Gail Sheehy.

Ms. Stern earned her Bachelor of Arts in English from Northwestern University and is a member of the American Marketing Association. She currently resides in Larchmont, New York with her husband and two sons.

## **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.

SOURCE Lippincott

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