

# BEARDWOOD&CO

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## **BEARDWOOD APPOINTS NEW MANAGING PARTNER**

New York, NY – January 13, 2010 – Beardwood&Co., the New York-based branding agency, has appointed Ryan Lynch as the company’s new managing partner. Lynch, an innovation expert, will work across the agency to drive and solve creative and business challenges. His rich lateral expertise across many categories will bring a new measure of experience to Beardwood&Co.’s clients.

This is a new position at the fast-growing agency, which just celebrated its fifth year in business, during each of which it experienced double-digit growth.

“Ryan brings a passion for brilliant ideas balanced with commercial reality. He delivers what our growing client base wants and needs: smart ideas, deep insight and an uncanny ability to cross-pollinate cultural, business and industry trends to deliver breakthrough ideas to help their business grow,” said Julia Beardwood, founder, Beardwood&Co.

Ryan has worked in branding for 15 years, touching almost every industry including traditional consumer goods, new technologies, services, and pharmaceuticals. Prior to joining Beardwood&Co., Ryan worked as an innovation consultant at ?What If!. There, he earned two patents for Astra Zeneca, for new drug packaging solutions. He envisioned the future of retail banking with Citi; developed candy ideas for Hershey in India; and partnered with eBay to increase top buyer loyalty.

Previously, Ryan spent 10 years leading branding and innovation projects at Landor, working on everything from condoms to zoos - developing global brands and new products for clients including Diageo, Blackberry, HBO, Pfizer and American Express.

“Problems and insights are universal -- it’s how you apply them in specific ways,” said Lynch. “I look forward to diving in with Julia and the Beardwood&Co. team to develop those specific solutions that help brands stand out.”

**ABOUT BEARDWOOD&CO.**

Beardwood&Co. ([www.beardwood.com](http://www.beardwood.com)) are problem solvers that connect brands with people on a human level. Comprised of strategists driven by creative potential and designers inspired by human insights, Beardwood&Co. focuses on brand, insight and innovation. The high-level team has earned long-term clients including national and global brands like Westin, Lego, La Senza, and Bath & Body Works, entrepreneurs and cultural brands including TerraCycle, CBGB, American Museum of Natural History and Seaport Museum New York.