

Charles 'Chuck' Bradley, Ph.D.

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Dear Goodby, Silverstein & Partners team:

I am writing to express my enthusiastic interest in the Sr. Brand Strategist position, as advertised on your website. What excites me most about the opportunity at GS&P is the chance to bring my unique blend of skills and experiences to a creative, curiosity-driven environment: With a PhD in data-driven social science and two years at a world-leading brand strategy and brand naming agency, I bring a unique marriage of science, art and strategy.

Throughout my career, I have strived to create knowledge, offer new perspectives and influence others through well-researched and well-reasoned argumentation. For my PhD (Purdue University, West Lafayette), I argued for a new perspective on human language. I conducted qualitative interviews and quantitative surveys, supported by advanced statistical modeling, to support an emerging view that human language started as gesture (as opposed to speech). I have carried this passion for creatively identifying and rigorously defending paradigm shifts into my post-academic career:

I was most recently a Linguist and Researcher at Lexicon Branding, Inc. (Sausalito, CA), where I continued to develop my data-driven creativity in service of aligning brands with their consumers and culture more broadly. As a member of both the creative strategy team and the leader of the consumer research and linguistics team, I offered distilled yet rigorous linguistic and consumer insights to inform our team's creative decision and to help our clients launch the final deliverable—a new corporate name, a new brand purpose statement, or a new brand architecture—into the marketplace.

Through working at Lexicon, I have a demonstrated depth and breadth of brand experience, ensuring that I have the necessary knowledge and agility to be successful at GS&P. I have led end-to-end programs for Fortune 500 clients across industries, including tech (Intel, Meta, Amazon), Finance (Visa, Fannie Mae, Intuit/Quickbooks), professional services (EY), energy and logistics (AmerisourceBergen, Hanwha), and consumer good (Procter & Gamble, PepsiCo, Philip Morris International).

Here is a list of my favorite accomplishments at Lexicon:

- I led the naming research that enabled AmerisourceBergen to rebrand to Cencora, polling over 3,000 respondents across 5 markets
- I critically evaluated Intel's consumer tech portfolio, and launched international quantitative research on product tiering, which resulted in distinguishable, distinguishing product modifiers for Intel Core-series processors (Intel Core Ultra) and Intel Evo-series laptops (Intel Evo Edition).
- I conducted qualitative interviews across 19 diverse languages to gauge the untranslated understanding and brand impact of 'Prime Big Deal Days', Amazon's new fall sale.
- I conducted linguistic interviews of Arabic speakers to help Lexicon's creative team develop brand names that were culturally sensitive and exciting in the Middle East context
- I developed and offered a new research modality for clients, such as Quickbooks, wanting to experimentally validate their brand architectures.

I look forward to the possibility of discussing how my background and expertise align with GS&P's vision. Thank you for considering my application. I am eager to contribute my skills and passion to your team and contribute to the enduring success of GS&P and your clients.

Sincerely,



Chuck Bradley