

Interbrand appoints Georgina Collins to Chief Talent Officer

One third of Interbrand's global leadership is now dedicated to people and culture

London, England (July 25, 2018)- Interbrand announces the promotion of Georgina Collins to Chief Talent Officer. Following the recent appointment of Rebecca Robins to Chief Learning and Culture Officer, this is the second global leadership role that Interbrand has created devoted to growing talent and culture, putting people at the core of its business.

In her new role, Georgina Collins will lead a global strategy to accelerate Interbrand's business transformation through talent and leadership development, as well as recruiting. Previously as Executive Director of Human Resources for EMEA & LatAm, Collins led ten offices to build global best-practice collaboration that drove business growth for the regions.

"As the industry continues to change, we are shaping our services and investing in our talent to anticipate and meet the needs of our clients," said **Charles Trevail, Chief Executive Officer of Interbrand**. "Georgina's ability to unify talent with business strategy will assure that we provide best-in-class services through the best and brightest people."

"We have a clear mandate as the leading global brand consultancy to continually build the best talent network in the industry," said **Georgina Collins, Chief Talent Officer of Interbrand**. "I am extremely passionate about this commitment to our people, who together with our clients should be at the heart of all that we do. Now is the time to redefine how we attract, develop, inspire and retain the talent that will help shape the brands and businesses of tomorrow."

With more than 20 years of professional experience and 14 years with Interbrand, Collins has led and overseen numerous aspects of local, regional, and global human resources and talent strategy. Her outstanding work for Interbrand has been recognized through four promotions. In addition to the work that she does with Interbrand, she is also a Trained Executive Coach who provides pro-bono HR advice and strategy to a number of start-ups.