



Brand Strategy  
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Speakers:  
Daniel Binns: CEO, Interbrand  
Eric McCarthy: Director, SPAR Group  
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### Questions for Consideration

- How does the board assess the brand portfolio for the company?
- How are the perspectives of different stakeholders included to provide a full view of competitive positioning?
- How are brand considerations incorporated into strategy and planning conversations?
- Does brand receive the appropriate level of focus in M&A and pipeline reviews?
- How is brand value determined in the context of business decisions and ROI?
- How are aspects of brand, including reputational risk, incorporated into overall Enterprise Risk Management?
- How is the 'voice of the customer' represented in the boardroom for brand discussions?
- Does the board have the needed level of expertise and experience, whether among its members or via available resources, to provide a useful perspective for management?
- How does the company see the concept of brand evolving – regardless of industry – to encompass broader ideas of purpose/strategy/multi-stakeholder value?

