



THE UNLAND COMPANY
A Marketing Strategy and Brand Development Firm

John Unland

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Education:

Colgate University, BA. The London School of Economics

The Wharton School of Business, University of Pennsylvania: MBA

Teaching:

The Wharton School of Business: Principles of Marketing

Work Experience:

The White House, Washington, D.C. 1974-1976

U.S. Chamber of Commerce, Washington, D.C. 1976

The Nestle' Company, New York 1977, 1978

Butcher & Singer (Investment Banking, Philadelphia) 1980, 1981

The Unland Company/The Unland Hayes Group 1981-present

Principal architect of global marketing/positioning strategy for Gore-Tex® Outerwear (1986-1992).

Developed and executed strategy in U.S., Europe, and Asia for trade and consumer segments.

Clients include DuPont, Lockheed Martin, Lockheed Martin Space Systems/NASA, DuPont Teijin Films, Rohm and Haas Company, Crown Cork & Seal, Imperial Chemical Company (ICI) and others.

Marketing strategy and positioning work is both regional and global in nature.

In addition to project work for clients, John Unland also delivers seminars on 'value proposition' and the development of value-based marketing strategies.

References Furnished Upon Request