



Now at the helm of Brand Rules, LLC, **Charles "Charlie" Hughes** is considered one of the nation's foremost experts on branding, marketing and organizational culture. Brand Rules, a consulting consortium Hughes founded in 1999, harnesses his decades of experience in shaping, building, and sustaining great brands. He describes the firm's mission simply: "To set our clients apart in an over crowded marketplace. We help cut you out of the herd."

To spell out how to and how not to do that, Charlie and co-author William Jeanes published their first book, *Branding Iron*, in September 2006. Subtitled *Branding Lessons from the Meltdown of the US Auto Industry*, *Branding Iron* has earned critical acclaim both in and outside of the Auto Industry. *Ad Age* selected it number two on their ten books you should have read in 2006.

Charlie has worked on 11 automotive brands, both domestic and import as well as at the Doyle Dane Bernbach advertising agency. He has headed marketing for U.S. operations of Fiat, Lancia, Porsche-Audi and Volkswagen. However, Charlie is best known for his successes with Land Rover and Mazda.

As the founding CEO of Land Rover in North America, Charlie built a fully operational organization and dealer body in 15 months. He grew the business from 0 units in 1986 to 22,000 in 1998 and in so doing created the luxury sport utility segment by successfully introduced Range Rover and then Land Rover to Americans. Along the way Land Rover broke new ground in automotive retailing by creating Land Rover Centres—a truly branded retail experience—and founded Land Rover University to create passionate retail associates to staff Land Rover Centres.

More recently, he served as President and CEO of Mazda North American ...

**Charlie Hughes**

### Speech Topics

- Marketing
- Branding