

Landor at a glance

Our story

Landor helps its clients use brand to drive business transformation. We believe that brand is the most vital tool to help companies meet the pressing challenges in today's rapidly changing world: cultural transformation, differentiated customer experience, and tech-enabled innovation.

Founded by Walter Landor in 1941, we have been using insights and imagination to help our clients grow for over 76 years. We work with a broad range of world-famous brands including Barclays, Bayer, BP, Diageo, FedEx, Google, Huawei, JPMorgan, Kellogg's, Kraft Heinz, Procter & Gamble, Squarespace and Tata Group.

Landor is part of WPP, the world leader in communications services.

Born on a boat



When you're on a boat you feel differently, you think differently. You're looking forward. You're always on a journey. You have a different perspective. Sometimes you know where you're going, sometimes you don't. You thrive on exploring the unknown.

We are Landor. Born on a boat.

Clients

Australian Open	Emaar Properties	International Nike
Barclays	Etihad Airways	Pernod Ricard
Bayer	FedEx	Procter & Gamble
BBC	General Electric	S&P Global
BMW	Google	Samsung
BP	Huawei Technologies	Siemens
Citroën	JPMorgan Chase Johnson & Johnson Kellogg's	Singapore Airlines
City of Melbourne	Kimberly-Clark	Sony
Danone	Kraft Heinz	Squarespace
Diageo	Magrabi	Taj
Dow	Marks & Spencer Marriott	Tata Group
Covestro		

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Expertise

360-degree brand experience	Customer segmentation
Agile adaptation	E-commerce & direct-to-consumer
Brand architecture	Innovation & opportunity mapping
Portfolio optimization	Insights & analytics
Brand & digital strategy	Motion design
Brand management & governance	Naming & brand voice
Brand purpose	Service design
Customer journey	Smart packaging & activation
Culture & engagement	Sound design

Locations

26 offices in 19 countries. Always one Landor.



Bangkok	Hong Kong	New York
Beijing	Istanbul	Paris
Cape Town	Jakarta	San Francisco
Chicago	London	Seoul
Cincinnati	Melbourne	Shanghai
Dubai	Mexico City	Singapore
Geneva	Milan	Sydney
Guangzhou	Moscow	Tokyo
Hamburg	Mumbai	

Leadership

Jane Geraghty
Chief Executive Officer

Tom Lightoller
Global Commercial
and Operations Officer

Carol-Ann White
Chief Talent Officer

Thomas Ordahl
Chief Strategy Officer

Peter Knapp
Chairman and
Chief Creative Officer

Tiffany Vasilchik
Chief Growth Officer

Gabe Miller
President, North America

Luc Speisser
President, Europe

Emma Beckmann
President, Central & Eastern
Europe, Middle East & Africa

Nick Foley
President, Southeast Asia,
Pacific & Japan

Doris Ho
Managing Director, Greater China

Mary Zalla
Global President, Consumer Brands

