

Landor at a glance

Our story

In a world of constant transformation, brand is the fuel for innovation and growth. **Landor stands for brand. We live it. We breathe it. We build it. We drive it.** So our clients can make the most of every opportunity: 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 Chase, Kellogg's, Kraft Heinz, Procter & Gamble, Squarespace and Tata Group.

Landor is part of WPP, a creative transformation company.

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

Contact

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Website
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Facebook
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Marketing & business development
Eimear Hunter
Global Marketing Director
eimear.hunter@landor.com

Media relations
Eimear Hunter
Global Marketing Director
eimear.hunter@landor.com

Expertise

Insights & analytics
Brand architecture
Brand strategy
Portfolio optimization
Brand purpose
Customer journey mapping
E-commerce & direct-to-consumer
Smart packaging & activation
Brand management & governance
Naming & brand voice

Innovation & opportunity mapping
Culture & engagement
Customer segmentation
Digital production and implementation
Experience design
Retail & workspace environments
Sound design
Motion design
Agile adaptation

Locations

26 offices in 19 countries. Always one Landor.



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

Leadership

Jane Geraghty
Chief Executive Officer

Tom Lightoller
Global Commercial
& Operations Officer

Carol-Ann White
Chief Talent Officer

Thomas Ordahl
Chief Strategy Officer

Peter Knapp
Chairman and
Chief Creative Officer

Gabe Miller
President, Americas

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

