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Contact:

Michele Tesoro-Tess, Reputation Institute, Italy
+39 02 36551304, mtesoro@reputationinstitute.com

Amy Cross, Reputation Institute, United States
+1 212-495-3855, across@reputationinstitute.com

REPUTATION INSTITUTE OPENS OFFICE IN MILAN, ITALY

Firm sees growing demand for reputation management consulting services in Italy

Milan, Italy, February 7, 2012 – In response to marketplace demand, Reputation Institute has established an office in Italy to better serve both Italian companies and the needs of multinational clients operating in the country. Over the past 3 years, [Reputation Institute](#) has been represented in Italy by the local market research agency Doxa, and the two companies will continue to collaborate on projects that involve market research.

The Milan office will be managed by Michele Tesoro-Tess, who has over 10 years of experience in management consulting. “I am excited to join Reputation Institute and build a talented team that can work closely with our Italian clients on generating business value from reputation management. The combination of our global expertise and local knowledge will prove a winning formula for our clients in Italy.”

Reputation Institute advises companies and organizations on a variety of issues related to corporate reputation—from risk management and stakeholder relationship-building, to media strategy and market positioning. A growing focus area is the alignment of corporate ambitions, internal realities and external expectations-across countries and stakeholders. The firm works with a number of large Italian companies.

“Being close to our customers is a key ingredient in delivering first-class insight, strategy and implementation when advising clients on improving and protecting their corporate reputation,” says Nicolas Trad, Executive Partner of Reputation Institute. “We increasingly find that our involvement in defining and executing effective reputation strategies requires close cooperation, and we therefore believe this office will enhance the value we offer to our existing and future clients in Italy.”

The growing importance of the Italian marketplace to the firm is marked not only by the opening of the new office, but also by the fact that its [16th annual conference on Corporate Reputation, Brand, Identity and Competitiveness](#) this year will take place in Milan. This conference, hosted in partnership with FERPI and Bocconi University, and taking place on 30 May to 1 June, will gather leading reputation theorists and practitioners from around the world to discuss how managing and exporting corporate reputation creates competitive advantage and drives business value for global companies in a demanding marketplace.

About Reputation Institute

Reputation Institute is the world’s leading corporate reputation consulting firm. Founded in 1997 with a presence in 30 countries, Reputation Institute is the pioneer in reputation management. Through systematic research and analysis, Reputation Institute supports companies in building comprehensive strategies and making operational decisions that align stakeholders with corporate objectives and create tangible economic value. Reputation Institute enables leaders to make business decisions that build and protect reputational capital and drive competitive advantage. For more information, visit: www.reputationinstitute.com.

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