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Dr. Charles J. Fombrun is Chief Executive Officer of Reputation Institute, a privately held advisory group. He is a graduate of Queen's University (Canada) and obtained his Ph.D. at Columbia University (NY) in 1980. In 1979, Dr. Fombrun was the youngest faculty member ever appointed to the Wharton School where he remained for five years before moving to NYU's Stern School in 1984, and from which he retired as Full Professor in 2003.

Dr. Fombrun co-founded Reputation Institute in 1997 as a private research-based consulting firm devoted to advancing knowledge about corporate reputations and to helping companies build more sophisticated practices for reputation management. He has developed various measurement systems that are widely used by companies around the world and that are regularly featured in prominent media such as *The Wall Street Journal*. Most recently, Dr. Fombrun developed the *RepTrak™ System*, a strategic tool for assessing corporate reputations that Reputation Institute uses to track corporate reputations in 30 countries. It is the basis on which the "World's Most Respected Companies" is determined and released by Forbes each year.

Dr. Fombrun has published numerous research and professional articles in *Administrative Science Quarterly*, *Academy of Management Journal*, *Sloan Management Review*, *Strategic Management Journal*, and *Organizational Dynamics*. He has written six books, including *Strategic Human Resource Management* (Wiley & Sons, 1984), *Turning Points: Creating Strategic Change in Corporations* (McGraw-Hill, 1992), the best-selling *Reputation: Realizing Value from the Corporate Image* (Harvard Business School Press, 1996), and *The Advice Business: Models and Methods of Management Consulting* (Prentice-Hall, 2003). His most recent books are *Fame and Fortune: How Successful Companies Build Winning Reputations* (Pearson-Financial Times, 2004), and *Essentials of Corporate Communication* (Routledge, 2007), both co-authored with Reputation Institute partner Cees B.M. van Riel.

Dr. Fombrun has served on the editorial boards of many academic publications, including *Administrative Science Quarterly*, *Strategic Management Journal*, *Academy of Management Review*, *Academy of Management Journal*, *Human Resource Management*, and *Human Resource Planning*. He is co-founder and editor-in-chief of Reputation Institute's peer-reviewed quarterly journal *Corporate Reputation Review*. He is a frequent commentator and columnist in the media, and, through Reputation Institute, regularly counsels companies about reputation management and change.