

Brandient

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Mihaela Radulescu promoted to Senior Brand Consultant at Brandient

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Brandient is announcing that Mihaela Radulescu has been promoted to Senior Brand Consultant, in charge with brand conceptualization, brand rhetoric and project management of the company's consulting endeavors.



When joining Brandient, Mihaela brought in a wealth of experience from the advertising battlefield, having worked as Client Service Director within large agencies like DDB, Mercury 360 and GMP for more than 13 years, when she was involved with leading local and multinational projects and clients like Unilever, Coca Cola, Henkel, SAB Miller, Nestle, P&G, L'Oreal, Peugeot, eMag, etc.

Mihaela graduated Philosophy at the University of Bucharest, followed by a Master of Arts in Philosophy of Culture and a Master of Arts in Communication Sciences with a thesis entitled "Corporate reputation," which

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revealed her early interest in the branding mechanism. Her humanistic education couples with an empathetic, joy-of-life approach to branding projects to make sure that all the excitement and the challenge are made good use of.

“Like all of us at Brandient, Mihaela is approaching branding as a modern tool of building communities by means of reputation and authenticity. She has impressive education, good instinct and writing talent and I trust her professional maturity to lead and inspire both designers’ teams and clients. She is a perfect match with our team.” —Aneta Bogdan, Managing Partner.

Brandient is the Romanian consultancy on brand strategy, design and value dedicated to creation and development of brands as signs of value™. Being reputed as a team of professionals with remarkable experience in management, marketing, design and communication, Brandient is specialized in revitalization of prominent brands such as CEC Bank, Domo, Dedeman, TVR, Europharm, Radiocom, PatriaCredit etc as much as in creation of brands that became local references such as Fulga, Qfort, Metropotam, Brikston, Zuzu, Cuculand, Transavia portfolios, Fabryo, Orkla Foods etc. Brandient also offers integrated consulting services in marketing and branding for international brands such as Vodafone, RBS, GlaxoSmithKline, BRD Societe Generale, Renault, GE Money, Piraeus Bank etc.

Brandient is the most awarded Romanian company at international branding and design competitions and celebrated in 2010 eight years of activity by launching “Brandient 101”, the first Romanian book dedicated to local brands design, which includes 101 product and corporate identities created by the company.

More details at www.brandient.com and facebook.com/brandient.