



Michael F. Purvis  
Principal

Mike Purvis has been a strategic branding consultant for many of America's leading consumer product and service companies for nearly thirty years. He specializes in brand and corporate identity which we define as the strategic development of

*"the permanent media elements used to verbally (names) and visually (graphic identities) communicate and help position a product, service, or a corporation to its audiences through various media."*

We call it "Brand Design."

He began his career in brand management at Procter & Gamble, worked in senior advertising agency management at Foote Cone & Belding, and later as general manager of a California winery (Rodney Strong). Since 1979, Mike has specialized in the fields of branding and corporate identity. He has directed the development of identity and naming programs for major companies in hotels, gaming, retail banking, health care, high-tech, fast food, wines as well as a broad range of other consumer products during this period.

His work includes national programs for brands like Holiday Inn, Embassy Suites, Hampton Inns, Homewood Suites, Harrah's, Citibank, Transamerica, First Tennessee Bank, Mrs. Fields Cookies, Long John Silver's, Kenny Rogers Roasters restaurants, and CareMax Pharmacies for McKesson Corp. Mike also has conducted programs for start ups and small cap companies like Dendreon Corporation (cancer/biotech), B. Brooks Fine Flowers (an international florist network), Select Registry, an association of high-end inns and B&B's, and Conceptus Incorporated, an innovator in women's medicine and the developer of the new Essure birth control procedure.

Drawing on his extensive involvement in all phases of marketing, he has also managed the development of advertising and strategic marketing programs for wine brands like Franzia, Corbett Canyon (Canyon, Canyon.....) and Quady Wine's new Vya preferred vermouth.

MFP Consulting recently completed major identity and branding programs for First Tennessee's FTN Financial, McHenry Golf Corporation and Gaylord Hotels (Gaylord Palms, Florida and Gaylord Opryland, Nashville). Other assignments include naming and branding programs for Northern California's largest disability service provider, Community GatePath, and programs with KSL Resorts, the Grand Ole Opry, and First Horizon .

Prior to starting MFP Consulting in 1993, Mike served as president and senior partner of two of the largest identity design firms in the U.S. (S&O Consultants, now Addison, and SBG Partners, now Enterprise IG).