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Walker Brands Hires Vice President Brand Strategy

Thomas Plummer Joins The Team



TAMPA, Fla. – (November 17, 2015) – Walker Brands, a Tampa-based destination and corporate branding firm, announced the addition of **Thomas Plummer, vice president Brand Strategy** today.

Plummer is an experienced marketing leader, brand strategist, and consumer insights expert with a background deeply rooted in the disciplines of market research and customer insights.

With over 20 years of agency and client-side experience and perspective, Plummer has worked with major consumer, travel and hospitality brands such as HSN, Royal Caribbean Cruises, Ltd., Outrigger Hotels, and Dove Chocolate. Other notable agencies and branding consultants include Egg Strategy, Sapient Nitro, Sterling Brands and Sergio Zyman Consulting.

Most recently, Plummer managed his own customer insights and brand strategy firm, where he worked with hospitality and real estate clients in the greater Miami area.

At Walker Brands, Plummer will lead strategic development efforts and provide guidance to the brand services team to develop effective programming and ensure on-brand execution that results in improved brand health and performance for clients.

Plummer's background in customer insights and market research will expand Walker's capabilities and strengthen the foundation of client work, while his mix of client and agency-side experience provides him with the ability to successfully evaluate clients' needs and help develop appropriate programs that will deliver results. Plummer also brings a passion for innovation to the team, and is a proponent of utilizing marketing technology best practices to generate greater value and returns on behalf of clients.

"Tom understands the importance of brand and brings the ability to distill information and generate key insights that result in great strategy. He's also someone with both a lot of experience and perspective, and we're thrilled he's part of our team," said Nancy Walker, president, Walker Brands.

Plummer is a graduate of Wake Forest University with a BA in Economics. He also has an MBA in Marketing from Virginia Polytechnic University and is a graduate of both the Leadership Miami and Leadership St. Pete. He serves on the St. Petersburg Chamber of Commerce Marketing Committee and supports Big Brothers Big Sisters and Pinellas Hope. Plummer is an entrepreneur, an avid traveler, loves sports and is extremely bullish on the economic future of the Tampa Bay area.

About Walker

Founded in 1992, Walker Brands is an award-winning branding firm that "connects people to places" by creating distinctive brand strategies that inspire memorable experiences to attract more customers, build loyalty and drive revenue. The firm's strategic brand programs combine marketing, public relations, social media, placemaking and customer experiences – ensuring distinct, compelling and consistent expansion of the brand throughout all customer touchpoints.

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