



Rich Neimand - President/Creative director

Rich Neimand has built a successful career on his ability to synthesize disparate information into clear, concise and compelling advertising. A graduate in English from UCLA, Rich was pummeled by semioticians and structuralists long before the notion of seizing issues by seizing the language used to describe them became fashionable. He has spent much of his subsequent career helping people gain power by gaining control over words and images. In addition to providing strategic message and creative development to campaigns and causes, Rich is one of the few people in Washington who understands and promotes branding for advocacy campaigns and for nonprofits. He is skilled in naming and renaming organizations, causes and products—and in providing solutions to change seemingly intractable public perceptions. Well acquainted with issues such as health care, education reform, conservation and human rights, Rich's clients have included AdvaMed, American Heart Association, BoardSource, Center for Nonprofit Advancement, Council on Foundations, Kidney Cancer Association, Pancreatic Cancer Action Network, National Health Council, Independent Sector, The William & Flora Hewlett Foundation, The Nature Conservancy, The Meyer Foundation, The Robert Wood Johnson Foundation, United Nations Development Programme, The Bill & Melinda Gates Foundation and a host of political campaigns and causes.