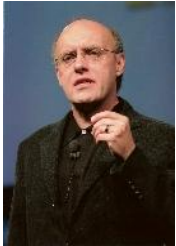


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**Paul Leinberger**  
**SVP, Global Accounts**  
**The Futures Company**

Paul is a nationally-recognized expert in brand and market strategy, with over three decades of experience in brand strategy, market strategy, social trend forecasting, and strategic planning. He has been a leader in developing and applying consumer trend research as a basis for new product, brand, and global strategy solutions. Prior to joining Yankelovich, Inc. – now The Futures Company (in September 2008), Paul was CEO and President of TDi Consulting, a private strategic planning and new product development firm based in Irvine, California.

Before starting his own firm, Paul was Senior Vice President of GfK, the world's fourth largest market research consulting firm, where he was the Global Director of the Market Opportunity Center of Excellence. At GfK, Paul headed the firm's flagship syndicated products, Roper Reports Worldwide and Roper Reports, as well as Green Gauge (the nation's longest running syndicated analysis of consumers' environmental attitudes and behaviors) and the Roper Youth Report. He also headed the firm's market strategy and planning consulting practice. Before joining GfK, Dr. Leinberger was a corporate manager at Nissan North America in charge of product and brand strategy.

Among his other clients – more than 150 in total -- have been Hewlett-Packard, Apple, Microsoft, Mattel, Time Inc., Disney, Levi Strauss & Co., S.C. Johnson, Kimberly-Clark, Starbucks, Macy's, Bloomingdales (Federated Department Stores), Citibank, Toyota, Nissan North America, Procter & Gamble, Anheuser Busch, Miller Brewing, Coors, E&J Gallo Winery, Nordstrom, Ford, Honda R&D, Suzuki, BMW, Yamaha, Kawasaki, Purina (and Nestle), Safeway, Albertsons, Target, and such leading advertising agencies as TBWA Chiat/Day, Fallon Worldwide, Draft FCB, The Richards Group, Grey Worldwide, Publicis & Hal Riney, Euro RSCG, Young & Rubicam, and GSD&M.

He holds a Ph.D. in organizational and social psychology and a masters degree in urban and regional planning (highest honors) from the University of Illinois. He is the co-author of The New Individualists, an international best-seller about the lives of baby boomers.

Paul is married with a high school age son; he lives in Irvine, California.