

**Jim Northover**

Chairman Lloyd Northover, London, UK



Jim Northover is founder and chairman of Lloyd Northover, the UK-based international branding consultancy he formed over thirty years ago. Today the company's disciplines include market research and organisational development, as well as brand strategy and design.

Trained as a designer, Jim has considerable experience in developing corporate identity and branding programmes that have included market research, business strategy and information design. He has spoken at conferences and seminars around the world (including IIID Vision Plus), and is the recipient of several awards for design effectiveness.

He is on advisory boards for the University of the Arts London Information Environments Research Unit and Brunel University Business School's Brand Management Programme.

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