

Leslie Singer
Co-Founder, Creative Partner
HS Dominion

Leslie Singer is a bright light in the branding and design industry in New York. Having sold her agency Singer Design to IPG's McCann Erickson's Worldgroup, she helped build The Publishing Agency which became the largest custom publisher in the world with offices in New York, Seattle, Madrid, Amsterdam and London. Leslie subsequently went on to lead WPP's G2 Branding & Design, a \$70M division of the Grey Global Group as President/Chief Creative Officer. Sirius Satellite Radio, General Motors, Coca-Cola, Qwest Communications, AT+T, Hallmark, Avon and American Express are just some of the brands with whom Leslie has worked. In January 2009, together with business partner Iain Hunter, she co-founded brand consultancy HS Dominion working with clients around the globe in a myriad of business sectors on "whole of brand" engagements. Leslie is a Professor at The School of Visual Arts, a speaker on corporate identity and a published commentator on the state of brands, and has won countless design awards in every category.