

Alexandra Balfour joins Team

Dragon Rouge Appoints Client Services Director in New York Office

New York, NY – June 9, 2009 -- Dragon Rouge, USA, the largest independent brand and design consultancy, has appointed Alexandra (Ali) Balfour as Client Services Director, a new position.

Working across both corporate and consumer brands, Ali will focus on key initiatives including sustainability and private label strategy. Her role will be to ensure that client needs are fully aligned with customized solutions so as to meet the demands of today's competitive marketplace.

An experienced client service and marketing professional, Ali has worked with many leading companies like Dow Chemical, Playtex, Xerox, Victoria's Secret, National Geographic and AT&T.

"Having Ali on the team allows clients to benefit from her extensive knowledge and experience in building strong brands across a wide range of industries," says Eric Zeitoun, President, Dragon Rouge,

Prior to Dragon Rouge, Ali was with Interbrand as an Account Director where she managed interdisciplinary teams to deliver bottom line results for both consumer and corporate brands. Previously, she was with National Geographic where she oversaw the international licensees, ensuring that their local marketing plans created equity for the parent brand.

Ali graduated Cum Laude from Duke University and obtained a Masters in Design Management from the Pratt Institute.

