

Meet Terri Goldstein



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CEO + Founder

Terri Goldstein has been repeatedly recognized as an esteemed brand strategist and speaker since her early days in the industry when she cofounded I.Q. Design Group in 1995. A brand identity and design executive with over 25 years of experience, she is the CEO and founder of Goldstein Group Branding, where she has re-birthed the identity and business health of some of the world's most enduring brands, including Heinz Ketchup, Bayer Aspirin, Allegra Allergy and Panasonic.

Terri has spoken all over the world from Japan to Italy, and most recently at the USP Zdrowie Seminar in Warsaw, Poland in 2015, as well as at HBA Global three times, the NLS Food Marketing Summit twice, and the Rx to OTC Switch Conference many times. At the "Package Design Matters" conference in 2015, Terri shared how she transformed Hills Bros. Coffee from an historical brand to a modern national favorite. She is a creative visionary who exudes confidence, has a wide array of expertise, and brings educational effervescence to every room she enters. It's no wonder Advertising Age coins her a "Packaging Guru" and Graphic Design USA has listed her as one of their "People to Watch." She consistently shapes the hearts and minds of companies and consumers alike at countless conferences and workshops, through easily-digestible and interactive exercises—including everything from real-life applications to fun crayon sketches.

Terri contends that since no brand and no product is immune to "Brand Malpractice" or the threat of trade-dress infringement, having uniquely-tailored, foolproof visual elements is essential to creating a lasting heritage brand. Further, she understands "What Women Want:" emotional resonance and story cues in their brands. She has led multiple companies successfully through the RX-to-OTC switch, and inherently understands the distinct difference between what we see on shelf (Shelf Sight Sequence™) versus online (Web Sight Sequence™) in an ever-changing digital landscape. All of her stimulating and expertly-crafted presentation and workshop topics weave a tapestry of innovative threads that all lead back to one underlying promise: Intelligence Made Visual speaks volumes.

A guest lecturer at the Marketing Institute and the Fashion Institute of Technology, Terri is awakening strategic thinkers and visual storytellers of all generations to a revolutionary school of thought through dynamic, aesthetically-pleasing and thought-provoking dialogues.