



BIOGRAPHY

A Brand is a Promise. It sets an expectation of what you will experience when engaging with a person, product or place. Here are some of the experiences that shaped the core essence of my personal brand.

Ed was born and raised in upstate New York. He and Claudia have been married since 1978 and have two sons. Academically, Ed has a BA in theoretical mathematics from the State University of New York @ Potsdam [www.potsdam.edu], and an MBA from Syracuse University [www.syr.edu] in innovation management with a minor in marketing. While growing up, he earned the rank of Eagle Scout from the Boy Scouts of America and continues to support the Organization as a member of the Dan Beard Council Marketing Committee.

Ed began his career with Norwich Eaton Pharmaceuticals as a computer programmer and held managerial positions in both Sales Administration and Operations Research. In 1982, Norwich Eaton Pharmaceuticals was acquired by Procter & Gamble. Ed's career shifted to marketing shortly following the acquisition. He has managed numerous Procter & Gamble pharmaceutical brands in his career. Ed has been responsible for U.S. and Global brands. During his career, Ed and his family moved to Toronto, Ontario where he was responsible for building a profitable brand portfolio and leading the Canadian transition from a country to regional focused business. Ed was then transferred to P&G headquarters in Cincinnati to help build a North American pharmaceutical business.

In 1999, Ed was appointed a Harley Procter Marketer for his role in doubling the P&G Pharmaceutical North American business unit sales and quadrupling the profit. The Harley Procter Marketer appointment is a global, competitive appointment awarded by the Chief Executive Officer and Chief Marketing Officer to marketers who are considered masters in practical application of marketing theory. Ed was one of the inaugural appointees.

In late 2004, Ed was asked by P&G to provide marketing expertise to the Ohio Department of Development in support of their efforts to create the Ohio Business Development Coalition (OBDC), a not-for-profit company focused on branding Ohio and strengthening the overall success of economic development in the state. He was appointed Chairman of the Board, and voluntarily stepped down at the request of the Board to personally manage the start-up of the OBDC. He is currently an Executive on loan from P&G, fulfilling a four-year commitment to lead the OBDC as the Executive Director [www.OhioMeansBusiness.com].

In 2005, Ed was appointed by Governor Taft to the Executive Order of the Ohio Commodores in recognition of his contribution to building a strong Ohio economy. In addition to his Executive on Loan assignment, Ed is also CEO and Manager of The Burghard Group LLC. The Burghard Group is focused on improving the understanding and mastery of place branding within the U.S. economic development community. To accomplish this mission, The Burghard Group has initiated a special project entitled Strengthening Brand America. The strategic intent of the project is to catalyze more effective application of place branding at the state and municipality level as a way to improve the global perception of Brand America and increase overall U.S. share of foreign direct investment. For more information visit either TheBurghardGroup.com or StrengtheningBrandAmerica.com websites.

Ed is a past Board member of the Arthritis Foundation Ohio River Valley Chapter and past Chair of the Foundation's Communication Committee (2003 - 2006).

Ed is married (wife Claudia) and has two sons (Ryan and Aaron). Ryan is a graduate of both Bowling Green College and the University of Wisconsin. Aaron is a graduate of Ohio State University.

The Burghards live in Loveland, Ohio. In addition to his family and branding, Ed's artistic passion is photography.