



## Fabian Geyrhalter

Fabian Geyrhalter is the Founder and Principal of FINIEN, a consultancy specialized in turning ventures into brands.

For 12 years he has been running the highly successful branding and graphic design agency Geyrhalter & Co, working for clients such as The Bill & Melinda Gates Foundation, Goodwill, Brandman University, W Hotels, CO-OP Financial Services, USC, Evolution Juice, The City Of Los Angeles and John Varvatos.

Geyrhalter's work has been published internationally by the likes of Graphis and Communication Arts, and he was featured on the cover of Graphic Design USA in 2007 as one of its "People to Watch." An active jury member of the Academy of Interactive & Visual Arts and winner of numerous design awards, including 20 American Graphic Design Awards, Geyrhalter is often invited to judge international design competitions. He served as an adjunct professor at USC and Art Center College of Design and is an Advisory Board Member of the Santa Monica College. Geyrhalter is a frequent speaker, a mentor to entrepreneurs worldwide and co-author of the #1 best selling book "How to Launch a Brand." He is further serving as consulting Executive Creative Strategist at Urban Insight, a leading technology consulting firm, managing the intersection of brand vision and creative digital strategy.

At the age of 21, he became Creative Director at Insyght, developing corporate identity and collateral projects for pharmaceutical industry giants like Pfizer and Lilly. He later served as Creative Lead at Genex, an Adweek Top 50 Interactive Agency, overseeing the emerging online media account for the luxury automotive brand Acura.

Geyrhalter was born in Vienna, Austria and is a graduate of Art Center College of Design.