



Marty Neumeier is president of Neutron LLC, a San Francisco-based firm specializing in brand collaboration—the “glue” that holds integrated marketing teams together.

Neumeier began his career as a graphic designer and copywriter in southern California in the early 1970s, then moved to northern California in the early 1980s to focus on brand design for technology clients. By the middle 1990s, his firm had developed hundreds of brand icons, retail packages, and other communications for companies such as Apple Computer, Adobe Systems, Netscape Communications, Eastman Kodak, and Hewlett-Packard. During his first 25 years as a design practitioner, Neumeier won hundreds of awards for design excellence, and his writing appeared regularly in trade journals and design publications.

In 1996 he launched *CRITIQUE*, the magazine of graphic design thinking, which quickly became the leading forum for improving design effectiveness. In editing *CRITIQUE*, Neumeier joined the conversation about how to bridge the gap between strategy and design, which led directly to the formation of Neutron and the ideas in **THE BRAND GAP**.

Today Neumeier lives with his wife in Palo Alto, California. He has tried to develop a hobby or sports addiction—if only to seem more interesting—but so far has found nothing to equal the thrill of simply working with imaginative people every day. Both inside and outside Neutron, Neumeier is a frequent speaker on design, brand, and creative collaboration. You can reach him at martyn@neutronllc.com.