

London and Madrid
February 3rd, 2025

Bloom Consulting Welcomes Keith Dinnie as President

Bloom Consulting, a leading global consultancy specializing in Nation and Place Branding, is pleased to announce that Dr. Keith Dinnie has joined the company as its new President, effective February 1st, 2025. This strategic decision marks a significant step in the company's growth and commitment to providing expertise in Nation Branding, City Branding, and Region Branding.

Dr. Keith Dinnie is a renowned authority in the field of Place Branding, with an extensive track record of academic and practical experience. He is the author of "Nation Branding: Concepts, Issues, Practice," the first textbook on Nation Branding and a seminal work in the sector, now in its third edition (Routledge, 2022), and editor of "City Branding: Theory and Cases" (Palgrave Macmillan, 2010). With his extensive background and profound expertise, Dr. Dinnie brings significant value to Bloom Consulting.

"As one of the founders of Nation Branding, Keith has always been a reference in our sector," stated Jose Filipe Torres, CEO and Founding Partner of Bloom Consulting. "I always wanted Keith to become a part of the Bloom Consulting family. While building our Bloom Consulting 2030 strategy and discussing it with our partners, it became clear that the time was right to invite Keith to become the President of Bloom Consulting. We are all pleased to welcome him to Bloom Consulting!"

Dr. Dinnie's appointment as President reinforces Bloom Consulting's dedication to enhance the strategic impact of Place Branding for Nations, Cities, and Regions worldwide. Bloom Consulting is confident that his leadership and insight will contribute significantly to the success of its clients and the advancement of the field.

We invite you to update your address book with Dr. Keith Dinnie's new email:
kdinnie@bloom-consulting.com

Bloom Consulting, founded in 2003, specializes in the development and evaluation of Nation Brand, City Brand, and Placemaking strategies for governments around the world. We collaborate with prime ministers, presidents, mayors, tourism bureaus, and trade and investment agencies. Bloom Consulting has worked extensively in the field of Place Branding, having worked across five continents. In addition, Bloom Consulting is an official data partner of the World Economic Forum.

www.bloom-consulting.com