



Global Awareness Lecture  
Spring 2007

# Actions Speak Louder Than Words: Creating Experiences in a Global Marketplace

**Christopher Liechty**

President and creative director, Meyer & Liechty, Inc.

**Wednesday, 13 June**

**NOON**

**238 HRCB**

Christopher Liechty, president and creative director of Meyer & Liechty, Inc., is recognized for helping companies create a great customer experience and turning that experience into long-term, highly profitable relationships. Also recognized as a branding expert, Liechty consults and executes on global brand strategy. He has started several organizations including Dialect Brand Translation, LLC, which helps companies translate and extend their brands for domestic and global markets. He is also the co-founder and current president of the AIGA Center for Cross-Cultural Design. His clients include Time Warner, Berlitz, Symantec, the World Trade Centers Association, the United Nations, and a Fortune 100 Financial Services Company. He received a graduate certificate in integrated marketing communication, a BFA in graphic design, and completed a mission for the Church in Taiwan, where he became fluent in Mandarin Chinese. His interests include skiing, jazz, early childhood education, bookmaking, and American Sign Language. He and his wife, Hailey, are the parents of five children.



**FREE SCREENING**

**Sketches of  
FRANK GEHRY**

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**1:00 P.M.**

**238 HRCB**