

**CBX**

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STRATEGIC BRANDING

Gregg S. Lipman

Gregg, Managing Partner, is responsible for the overall direction and management of CBX and is one of the founding partners. Gregg created CBX when he observed an opportunity to launch an agency that truly delivers top notch creative thinking along with superior service.

Gregg has over 20+ years consumer branding experience with clients such as PepsiCo, Frito-Lay, Reckitt-Benckiser, General Mills, Seagram's and Johnson & Johnson. Prior to creating CBX, Gregg's previous roles include: EVP, Account Services at Futurebrand, and Senior Account Manager at Deskey Associates.

Gregg graduated from Rutgers University with a B.A in Marketing and Fine Arts.