



Brands Consulting Ventures

Bespoke agency services by referral only.

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QVI

Founded in 2010, QVI is a boutique consultancy that advises clients on challenges at the intersection of business and branding. Our goal is the creation and long-term value enhancement of your company's intangibles assets.

QVI also supports promising companies with perspectives on its brand, reputation and positioning through board-level participation and select investments.

Identity Is Everything™

In a global marketplace where products and services are becoming less differentiable, your brand will become more important than ever. Identity is tied to our perception of self and how others perceive us. – You can manage perceptions by creating, modifying, and improving your identity.



Services

Consulting

Projects

Engage QVI to manage your complex brand development and media creation needs in collaboration with select third-party service providers.

Brand Management

As an alternative to an in-house brand management function, QVI offers retainers to clients who require regular consulting services and wish to tap into QVI's extensive vendor network.

Vendor Search, Agency Audits

QVI can help you identify and engage the right service provider or can audit your current agency's performance. Draw on QVI's network of specialized agencies, freelancers and consultants.

Contract Negotiations

QVI can help you formulate RFPs or negotiate contracts that require in-depth knowledge of media creation and related services, such as agency service level agreements (SLAs).

International Business Consulting

QVI offers international brand- and business-related consulting and representation in Swiss-American contexts.

Strategic Ventures

Board Participation

Board participation is offered to companies that wish to introduce brand-related perspectives at a strategic level. This includes venture capital fund advisory boards and similar committees.

Investments

Board and committee participation are possible with or without an equity stake purchase.

