

## NANCY WALKER

*President, Walker Brands*



Nancy Walker founded Tampa-based Walker Brands in 1992. Today the company is an award-winning, strategic brand agency serving premier destination, real estate development and attraction clients across the country. Walker “connects people to places” – helping clients articulate and leverage their authentic brand story to create memorable customer experiences, differentiate in the marketplace and add bottom-line value across the board.

To Nancy and her team, a brand is so much more than a name, a logo or a brochure. It’s the total experience. “When place is inspired by and woven into the brand story, a more powerful emotional connection is created with customers and the result is even greater value creation,” Nancy explains.

Walker Brands is distinctively focused on developing integrated and highly customized brand programs that include strategy and planning, touch point audits, marketing, word of mouth and non-traditional media, training programs, environmental graphics, customer experience programming, etc. (visit [walkerbrands.com](http://walkerbrands.com) to learn more). Walker is practicing what it preaches by building an all-new, LEED-certified corporate headquarters (the first of its kind in Tampa) – a place designed to reflect and celebrate the company’s distinct brand personality of collaboration and innovation.

Nancy Walker has built a positive reputation in the community through the years, serving on several boards and as a member of many community and industry organizations. She is currently an active member of the National Association of Home Builders, Urban Land Institute, Society of Environmental Graphic Design, Second Wind Network, the Henry B. Plant Museum and the American Heart Association. Nancy Walker was a Tampa Bay Business Journal 2007 Business Woman of the Year Semi-finalist and Walker Brands was a finalist in the Greater Tampa Chamber of Commerce 2006 Small Business of the Year awards program.

For more information on Walker Brands, contact Nancy Walker at 813.875.3322 or [nwalker@walkerbrands.com](mailto:nwalker@walkerbrands.com).

### **Partial Client List**

*Federal Realty Investment Trust • Crescent Resources, LLC • Horizon Bay Senior Communities • Miles Development Partners • BECK Group • Bonita Bay Group • Opus South Development, LLC • Smithsonian Institution • Universal Studios Florida • Publix Super Markets • O&S Holdings, LLC • Street-Works, LLC • Samuels & Associates • Zaremba Group • Walt Disney Parks & Resorts*