

# burkey belser

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Burkey Belser is the president and creative director of Greenfield/Belser, an interactive brand design agency focused entirely on services marketing. He has won hundreds of awards in every major field of graphic design: identity, collateral, Web, periodicals—you name it. Burkey has been a judge for many of the most prestigious award shows in the industry—the Communication Arts Design Annual, the WebAwards and the Creativity Awards. In 2005, he was awarded the only Lifetime Achievement Award for the Legal Marketing Association (LMA), and in 2008, he was inducted into LMA's Hall of Fame and the Art Directors Club of Metropolitan Washington's Hall of Fame.

In 1997, Burkey was awarded a Presidential Design Award by President Bill Clinton for his design of Nutrition Facts, the nation's food labeling system, which the *New York Times* reported to be the most frequently published design of the 20th century (and now the 21st).

Greenfield/Belser's work and studio has been featured in over a dozen books. Burkey has been quoted on brand design topics by the *Wall Street Journal*, the *New York Times*, the *Washington Post*, the *Los Angeles Times* and dozens of industry publications.

The American City Business Journals has twice sponsored "Brand on the Run" tours with Burkey speaking on business-to-business marketing in as many as 18 cities. You'll enjoy hearing him speak.