

REBECCA HUSTON

PARTNER

ACCELERATORS

Having started her career on the creative side as a designer and creative director, Rebecca has adjusted her focus over time to concentrate on brand and consumer strategies. Storytelling is the through-line, and it's Rebecca's particular gift to be able to capture the heart and soul of a brand and a business and interpret the story into a compelling narrative that connects with the audience, whether that's a consumer, an investor or the brand's founder.

Rebecca balances attention to the 'why' and the 'what', able to see both opportunities and challenges that would be hidden for most people. She has a deep understanding of business, consumers, the market and brands, and has a differentiated and powerful way of aligning all those elements into a cohesive strategy.

Once the strategy is defined and accepted, Rebecca is a key participant in activating the plan so that lift and positive results are both immediate and significant. Along the way, she's developed proprietary and original tools that consistently produce superior work product on behalf of our clients.

As a consultant and partner to founders and brand leaders, Rebecca has played a key role in both refreshing seasoned brands and building new ones from the ground up. Her work has helped to determine how some of the market's most influential brands communicate with and connect to consumers including Sephora, West Elm, Umpqua Bank, Denison University and MAC Cosmetics.

