



Scott White

304 Newbury St.
Suite 555
Boston, MA 02115
United States
swhite@brandidentityguru.com

Work: 508-238-4347
Mobile: 617-504-2305

Branding Blog

Brand Identity Guru



Brand Identity Guru has been around for almost 2 decades. My name is **Scott White** and I'm the BIG Kahuna. I've decided to throw my thoughts down on paper so to speak and talk about the real life **branding** experiences I have. Some are good, some not so good. But it's my look at branding today.

A fun, witty look at the good, bad and the ugly of branding. I fully expect to piss some people off and make others jump for joy. I never hold back in life so why start now on my blog. I tell it like it is and that's that.

Who's the BIG Kahuna?

Click on the **BIG Kahuna** to learn all about him.

Work History

Brand Identity Guru

Boston, MA, United States

Jan 1992 - Present

[BIG Kahuna](#)

Education

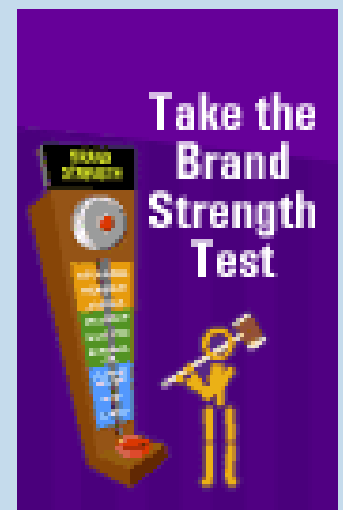
University of Massachusetts

Boston, MA, United States Jan 1985 - May 1989

BS, Marketing/Advertising

University

Brand Strength Test

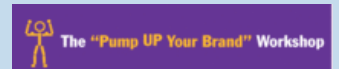


How strong is your brand? Take our Brand Strength Test if you dare.

Brand Stamp



Pump Up Your Brand Workshop



An intense Workshop for successful business and marketing executives.

BIGnews



Sign up for our e-newsletter BIGnews!