



Jeff Hathcock

Project Manager, Creative Name Development

Jeff Hathcock has three decades of naming and brand creation with Fortune 500 giants involving over 300 trademarks on consumer shelves and in the B2B marketplace. As naming adds another level of subjectivity to branding, he believes naming is the essence of every brand and corporate image on the planet. His life experience in name development and branding affords him an extensive portfolio of project expertise and attained goals unmatched in the industry. He is task oriented and driven to bring a new recognition to the naming process - project by project.

Core Competencies

Project Management: Running naming projects to a final solution with a name you can trademark, staying in touch with key decision makers to encourage meeting deadlines

Creative Name Development: Assimilating client creative briefs to start the process, delivering lists of trademarkable names, following up and discerning the best next steps to deliver A-Ha!

Education

Jeff went to Wingate College on a tennis scholarship, then fell in love, got married and started naming to pay the bills.

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