

BIOGRAPHICAL PROFILE

Fred Moore

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Fred Moore is a well-known and highly respected strategic communications veteran. Prior to launching Big River in 2001, Fred worked at several of the nation's leading strategic agencies where he led engagements with leading edge business organizations such as IBM and SAP.

Tennessee born and raised, Fred's straightforward approach to strategic branding and communications has taken him from his small town of Lookout Mountain to the big time. He has held strategic leadership positions in at BBDO NY, Saatchi & Saatchi NY, as well as other marketing power organizations.

More recently, Fred has helped nationally recognized law firms such as Hunton Andrews Kurth (formerly Hunton & Williams), McGuire Woods Consulting, and Williams Mullen in their strategic planning efforts implementing Big River Strategic Advisors' Insights & Implications process.

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