

callosum creative ltd.  
people-first branding<sup>SM</sup>

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## biography | clare j. hefferren | president

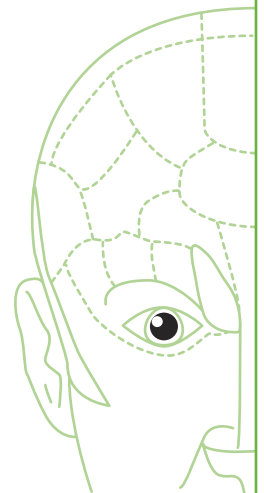
Clare Hefferren puts 18 years of experience in branding, fashion, graphic design and project management to work at Callosum Creative Ltd. She launched Callosum in 2006 to offer “people-first” branding by aligning people, products and services to increase brand awareness and effectiveness.

Clare began her career in graphic design and rose quickly to the position of creative director, working for marketing communications and dot-com companies in Chicago, Vail, Colorado and San Francisco. In the late '90s she relocated to Venice Beach, California to become creative director for Homestore.com where her responsibilities included brand consistency following the acquisition of move.com. Drawn to L.A.'s apparel industry, Clare shifted her creative insights to fashion and launched Fetch Design Handbags in 2002. Within nine months specialty retailers in Los Angeles, San Francisco and Chicago carried the line. She also has delved into fashion strategy and retail while at BCBG Max Azria and Fred Segal's Emphatic.

As senior brand manager at Putnam Sourcing Group in 2004, she guided 17 national accessory accounts including Lucky Brand Jeans, Fender® and Le Tigre. In 2005 Clare became acting design director for CellKeeper™ where she led brand and design efforts that established the product in domestic and international markets.

The culmination of these interests and skills inspired Clare to develop Callosum Creative Ltd. — designed to bring together highly skilled professionals to hone interpersonal skills and achieve corporate business objectives. Taking professional development to the next level, Callosum creates a consistent presence and brand delivery in a company's greatest asset - its staff. ROI is increased by aligning all service delivery elements — from client relations to leadership presence, public speaking to wardrobe/grooming and etiquette.

Clare holds a bachelor's degree in sociology and graphic design from Wittenberg University and a Professional Designate AA in merchandise product development from the Fashion Institute of Design and Merchandising. Her scholarly recognitions include membership in the Phi Theta Kappa Honor Society, a 2003 Product Development Award and valedictorian honors. Clare has been featured on television and in publications around the country including Crain's Chicago Business, ABC's *190 North*, Metromix on CLTV, Time Out Magazine, Post-Tribune and many more.



**corpus cal-lo-sum** *n. pl.* corpora cal-lo-sa (k<sup>ə</sup>-lō-sə)

The arched bridge of nervous tissue that connects the two cerebral hemispheres, allowing communication between the right and left sides of the brain.