

REBECCA HUSTON

Co-Founder | Managing Partner

Rebecca's unique blend of accrued wisdom and transformative vision mean that beyond being a custodian of brands, she becomes their contemporary compass. With her gaze perpetually fixed on the horizon, and wielding an ability to define paths that are embraced as organizational scripture, Rebecca is not just an observer of the market; but a soothsayer.

While others get lost in the noise of the market's endless buzz, Rebecca listens to the silences between, hearing the faint footfalls of the next big thing. For her, movements aren't fleeting trends, but indicate shifts in the zeitgeist and human connectivity. From Starbucks to LVMH, myriad storied brands have maintained their iconic status in the market fueled by Rebecca's ability to see around corners and chart ongoing growth.

In multiple engagements, Rebecca has worked with sector-leading brands that found themselves drifting into the shoals of irrelevance. Called in at a pivotal point in Sephora's evolution, Rebecca put visionary gifts to work not merely mending the brand; but transforming, restoring its legacy not as a relic but as a revelation.

In an age where retail spaces are being eulogized, Rebecca has continued to envision them as experiential realms. She seamlessly stitches the digital with the tactile, ensuring that every touchpoint, be it a screen swipe or a store visit, resonates with luxury and luminosity. For Umpqua Bank, breaking into the California market, Rebecca guided a strategic metamorphosis from lackluster community bank to the unveiling of the Financial District flagship as a vibrant hub for the regional business community.

Rebecca crafts communication that resonates with authenticity for audiences of internal teams, discerning consumers, and the world's tastemakers. Her words aren't wrapped in corporate jargon but are draped in genuine sentiments, forging connections beyond mere commerce. She recognizes that a brand's equity isn't merely in its taste but in its emotional resonance.

In the ever-shifting marketplace of consumer brands, where today's innovation is tomorrow's obsolescence, Rebecca has demonstrated a chameleon-like adaptability, evolving and embracing the moment at pace with a rapidly changing world.

EDUCATION

- ⊕ Art Center College of Design, Pasadena, CA: Bachelor of Arts, Environmental Design, Highest Honors
- ⊕ University of California, Berkeley: BA Dramatic Arts, Summa Cum Laude, Emphasis on Research and Critical Writing, Minors in English Literature and Art History. Phi Beta Kappa.