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FOR IMMEDIATE RELEASE

InnerView Group President, Christopher Wallace, Honored as the Newest Member on Forbes Agency Council

November 12, 2019, Philadelphia, PA - This month, our President and Co-Founder, Chris Wallace, became the newest member of the Forbes Agency Council. Not sure what the Forbes Agency Council is? It's a professional community made up of thought leaders with backgrounds in public relations, media strategy, creative and advertising agencies, and more!

As a member of the council, Chris will continue to be a source of information, crucial for any organizations that are looking to improve customer experience and brand messaging and increase revenue. He will regularly contribute tips, tricks, and strategy alongside a wide network of professionals.

From his time as an adjunct professor to leading conversations across industries on the importance of brand alignment, Chris has always valued InnerView Group's mission to provide solutions for the pain points often felt by organizations being charged the 'invisible tax' - brand dilution. We are thrilled that there is now another channel in which Chris can share his knowledge, insights, and passion.

For more information, please visit Forbes Agency Council [here](#).

About InnerView Group

Started in 2018, InnerView is a marketing consulting firm that helps companies align their brand and product stories with their customer-facing teams. The company's proprietary Brand Transfer model helps clients identify areas where a company has internal brand and message misalignment and builds customized internal campaigns designed to improve adoption and delivery of the brand story. InnerView's solutions support critical go-to-market initiatives, including product and service launches, campaigns or promotions, mergers and rebranding efforts. For more visit InnerViewGroup.com.

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