



THE OCTAGON GROUP

Strategic Planning. Marketing. Image Building.

PARTNERS

Jon Wells has successfully conducted brand-building initiatives for a wide range of clients and products—from developing positioning and tag lines for Barkley’s Global Investors, to creating powerful retail packaging for Canandaigua Wine and Spirits, to envisioning the future of the photographic image for the Kodak Company. With over thirty years of professional experience, Jon has merged his strong skills—design, writing, strategic thinking—into an effective branding force. His approach is simply stated: define the key strategic points and objectives, and then let them be the guiding forces behind effective, innovative communications. From ideation to hands-on execution, Jon’s capabilities and experience make him the Swiss Army Knife of brand building. Jon is the Creative Director of Young|Wells Marketing Communications in San Francisco.

Gary Finnan has over 20 years of experience in Destination Retail, Architectural Design & the Project Management industry. As the Founder & Principal of Gary Finnan Creative, Gary utilizes his experiences gained in Africa, Europe and Asia, to bring a fresh perspective to the unique destination environments his clients’ desire. Gary Finnan Creative provides “Creative Facilitation,” acting as a catalyst in creating the optimal project team that will give clients the tools to navigate the strategic planning, development and implementation process for a host of project types within the Destination Retail industry. Born in Scotland, Gary was raised in Rhodesia and South Africa. Gary relocated from South Africa to Healdsburg, California, in 1999 with his wife and two daughters.

Eugene Muscat Ed.D is currently a Professor of Management at the University of San Francisco School of Business and Management. He is a frequent contributor to San Francisco media outlets and appears regularly on television and radio programs covering the bay area business scene. Eugene has served as a “Consigliore” for countless of family-held firms over a twenty-five year period. He has maintained an international client base of family business owners with a specialization on Pacific Rim and United States enterprises. In recent years, he has gained a reputation for providing triage services to family business owners responding to or hoping to avoid the tragic effects of sudden death, disability, divorce, debt or disaster. Based in San Francisco, Eugene is available for speaking as well as consulting engagements worldwide.