

HOWARDWOLFF

Full-Height Advice

Howard Wolff

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Profile

Howard Wolff is the founder of Full-Height Advice, a strategic marketing consulting practice. Previously, he was senior vice president and worldwide director of marketing for WATG, the world's number one destination design firm.

In his 23 years at WATG, working — yes, working — from his office in Honolulu, Howard spearheaded WATG's brand development and growth: from two offices in the U.S. to six globally; from one service line to five (strategy, architecture, planning, interiors, landscape); from work in 16 locations to 160 countries on six continents.

Howard's writings have been widely published in books, magazines and websites. He has delivered keynote presentations, and seminars throughout the U.S. as well as in Rome, Budapest, Dubai, Beijing, Shanghai, Moscow and Cannes.

He was the first to conduct research on the correlation between design and the bottom line. He is co-author of the chapter on architecture for the *ULI Hotel Development Handbook* and author of the "Marketing and Public Relations" chapter of *The Architect's Handbook of Professional Practice*. He is credited with coining such phrases as "Return on WOW" and "RevPAD: Revenue Per Amazing Design."

With both a Masters in Communication and Bachelor of Architecture degree from Rensselaer Polytechnic Institute — coupled with 30 years of industry expertise — Howard has guided firms through a strategic process of building their brands to compete successfully on a global scale. He was recognized by SMPS (Society for Marketing Professional Services) with its highest honor, the prestigious Weld Coxe Marketing Achievement Award, and he has won over 25 marketing communication awards.