

Richard Baker
CEO
Premium Knowledge Group

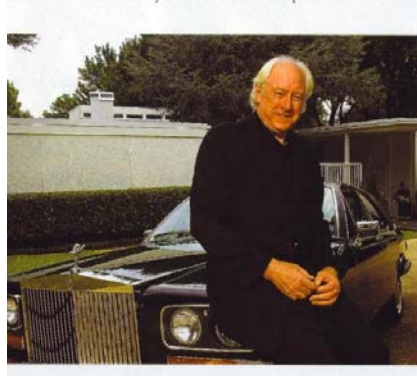
Richard Baker is CEO and Founder of Premium Knowledge Group. He is an authority on the life style and preferences of wealthy consumer, the author of substantial original research on the topic and a consultant to luxury marketers.

His firm's clients include Karl Lagerfeld, Estee Lauder, Daimler-Chrysler (Maybach), Forbes and Forbes.com, Brooks Brothers, Neiman Marcus, California Travel Association, Ultimate Escapes, Steinway Music Company, and Portero.com. He has been a regular columnist in *Lustre*, the premier magazine to fine jewelers and was the Founder of The Luxury Marketing Councils of Texas (a chapter of the International Luxury Marketing Council).

Mr. Baker gathers his insights into affluent life style from his firm's exclusive research relationships with over 175 Boards of Directors of non-profit organizations. The proprietary research covers industries including fashion, beauty, cosmetic, travel, leisure, financial services, automotive and media categories. Based on its analysis of thousands of respondents, Premium Knowledge Group has identified 10 different affluent life styles.

Mr. Baker has developed PRI-STAT an on-line, on-demand data base on 71M affluent consumers segmented into LifeStyles. PRI-

STAT enables a client to segment its customers into LifeStyles and identify by name and address prospects of similar LifeStyle and demographics.



In addition to consulting, Mr. Baker has also authored or co-authored a series of white papers and is in the process of publishing a book with the working title: *Material Differences: Marketing Luxury to Affluent Americans*.

Mr. Baker has been a speaker at Luxury Marketing Councils in New York, San Francisco, Atlanta and London, U.K. He has been the keynote speaker at The Institute for Luxury Home Marketing, The Luxury Retail Summit, and the Prudential Realty Conference, San Francisco and a featured speaker at the California Luxury Tourism Convention in 2007. He has been a guest lecturer at NYU's graduate level business school.

Prior to founding Premium Knowledge Group, Mr. Baker was, for 20 years, the CEO of Baker & Company, a management consulting firm. His global clients included Robert Bosch, TRW, Textron, General Motors, and Motorola. He sold Baker & Company to J.D. Power & Associates.

He can be reached at richard.baker@premiumknowledge.net.