



# LOUIS J. FILIPPO

Louis Filippo has pioneered the concept of integrating marketing/communications with facilities design and systems at Adam Filippo & Associates (AF&A), the Pittsburgh-based firm he co-founded in 1978. AF&A is the only branding/identity firm between Chicago and New York that offers facility design and interiors as part of the branding strategy.

A graduate of Syracuse University with a degree in Industrial Design, Louis is responsible for directing and implementing the first retail bank in Pittsburgh when PNC Bank launched its new approach in Robinson Township, Pittsburgh, PA. He has been sought after for his expertise in developing facility and systems strategies for companies in a variety of industries, including banking, health care, manufacturing and corporate offices, for more than three decades.

He has worked with CEOs, facilities directors and marketing executives to educate them on the cost-saving benefits of a strategically-driven branding and marketing plan that incorporates facilities systems, signage and interiors as part of the process.

For example, Tuscarora has been an AF&A client for more than 10 years, and thanks to Louis' vision, the company's corporate identity, including signage, interiors, literature, and advertising is consistent for every office and manufacturing plant worldwide.

Louis lives on a farm in Freeport, PA with his wife Bonnie and their 11-year old daughter, Renata.



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