

Clemens & Twain

Pamela Redmond Satran

Founder and personal naming expert



Clemens & Twain is the creation of Pamela Redmond Satran, coauthor of ten groundbreaking books about names and an internationally-renowned expert on the language of English first names. Widely quoted on the subject by media that includes The New York Times, The Wall Street Journal, CNN, BBC, and NBC's Today Show, Pamela is CEO of the popular website Nameberry.

Pamela understands the powerful messages names send, in the classroom, in the boardroom, in every interaction. Her years of research and writing on the cultural messages sent by first names led to her invention of Clemens & Twain's core methodology.

Laurel Sutton

Company and product naming expert



Clemens & Twain's brand and product naming expert Laurel Sutton is a linguist and co-founder of the naming firm Catchword. She has managed hundreds of naming projects for companies ranging from Fortune 500 global enterprises to Silicon Valley startups. Sutton has helped name software, cat food, fiber optics, biotech startups, video games, insurance, children's toys, e-commerce platforms, exercise trackers, non-profits, and bottled water. She is currently the Information Officer for the American Name Society and an active member of the Linguistic Society of America. She has also served as an expert witness in cases involved names and brands.



Alec Baum

Business Director

Director of Business Development Alec Baum studied Modern Chinese, Persian, and French at Yale and began his career in the investment banking division of J.P. Morgan in Hong Kong. At JP Morgan, Alec worked on the Consumer Retail team covering fiercely competitive brands in the Asian fashion, cosmetics, and food retail sectors. An amateur polyglot and observer of international culture, Alec believes in the power of well-chosen names to propel people and projects across borders and towards their goals.