

Advocate of ideas with **BUSINESS & SOCIAL IMPACT**

Marketing leader with an entrepreneurial spirit.

brian powell

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Summary

Brian is a passionate advocate of design thinking to unlock profit that's more purposeful and purpose that's more profitable. For over 25 years he's directed multifaceted teams in a courageously collaborative approach to deliver business and marketing solutions for some of the world's most iconic brands and nonprofit organizations. From insights and innovation to consulting and creative, he's honed his servant leadership style across ad agencies, design firms, digital marketing groups, and strategic consultancies with a consistent drive to do work that makes you feel something, do something, and say something. Brian serves as a marketing advisor to social enterprise startups; and a guest lecturer on marketing with meaning.

Experience

Managing Partner

Matchfire

Oct 2010 - Present (13 years 8 months)

Managing Partner of Matchfire, a design + digital agency delivering solutions with impact.

Whether you're emerging or established, newly funded or non profit, we ignite deeper engagement to change attitudes and actions. We believe today's most beloved brands are fueled by a sense of community, a smart story, and a focus on results. And that technology should enhance an experience, not replace it. Core capabilities include strategic consulting, brand design, digital marketing, and partnership development; working with a wide range of clients including large corporate brands, emerging companies, funded startups, and nonprofit organizations. Offices in Dallas, San Luis Obispo, CA and New York City. My role includes agency leadership, business development, operations, thought leadership, and brand purpose expertise.

Business Humanizer and Managing Partner

Innate Motion

Jan 2023 - Present (1 year 5 months)

Innate Motion was born from a passion to understand people and a desire to unlock more meaningful growth. We are a global strategic consultancy supporting organizations, teams and leaders in their quest for greater relevance and impact. Since 2006 and across more than 75 countries, our diverse, culturally sensitive team has combined psychology, sociology, marketing, and business tools to help companies accelerate change powered by empathy across our three labs: Insights Lab, Brand Lab, Change Lab. My role is business development and senior consultant with an emphasis on North America.



Strategic Advisor

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Cofounder

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di fdcgYk Yfl 'jg'U' 'cVU' Vt'YVW] Y'cZ'ci bXYf'YX'dfcZ'gg]cbU'gYfj]WVg'UbX'Ya Yf[]b['ħYVW'bc'c[m Vt'a dUb]Yg'ħ.UħXfj Y'Vi gj]bYgg'UbX'gcVWU'ja dUVMħUhgWVY''K Y'k cf_'k]ħ'UbX'Z'f'YUWV'čħ.Yf'ħc'XY'j] Yf di fdcgY!Xfj] Yb']bY[fUHY'X'gc'i ħjcbg'ħ.Uħ[YbYfUHY'ħfUbgZ'fa Uħj Y'fYgi 'ħg"



Member

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7 cbgV]ci g'7 Ud]ħU']ga 'jg'U'k UmčZħ']b']b['UVci h'Wd]ħU']ga 'UbX'Vi gj]bYgg'ħ.UħVYħVf'fYZVW]k \YfY'k Y UfY']b'ħ.Y'\i a Ub'čei fbYmž'ħ.Y'ghUHY'cZ'ci f'k cf'X'ħcXUnž'UbX'ħ.Y']bbUHY'dčħVb]ħU'cZ'Vi gj]bYgg'ħc'a U_Y U'dcg]ħj Y'ja dUVMčb'ħ.Y'k cf'X''7 cbgV]ci g'Vi gj]bYgg'Yg'UfY' [U'j Ub]nYX'Vm\][\Yf'di fdcgYg'ħ.UħgYfj Yž U'] bž'UbX']bY[fUHY'ħ.Y']bYfYgħj'cZU''ħ.Y]f'a U'čf'ghU_Y\c'XYfg"



Managing Director

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7']YbhgYfj]WVg'YUXYf'cb'ħk c'_YmUWVči bħg'VYghYdfYgYbħ]b['ħ.Y'U[YbV]Yg'VfUbX!ħc!fYHU]'cZZ'f]b['k]ħ c] Yfg][\ħcZ' \$ Ž'dYcd'Y'UbX'c] Yf'' () 'A A']b'V]']b[g.'HLI' '9bYf[nž'U'%) Ž'mYUf'VfUbX'k]ħ'U'għfcb[Vt'a a i b]mđfYgYbWV'\Y'd]b['HYI Ubg'gUj Y'a cbYmUbX'YbYf[mik \]Y']bj Ygħ]b['\YUj]mħc'VYVt'a Y'U'a cfY gi għU]bU'VY'YbHYfd]gY/UbX'HYI Ug'@ħYfnž'k \]W [YbYfUHYg', 'V]']cb']b'Ubbi U'g'U'Yg'UbX'ħc!XUHY'\Ug Vt'bh]Vi HYX'' &V]']cb'ħc'ghUHY'di V']WYXi Wħ]cb'UbX'' & '+A]']cb'ħc'j YHYfUbg'dfc[fUa'g" F Ygdcbg]VY'Z'f'c] YfU''HYUa''YUXYfg\]dž'W]YbhVt'bhfUWč'ghfUHY[]Wd'Ubb]b[ž'UbX'cdYfUħ]cbg ; fYk'YUWV'Vi gj]bYgg'&\$' 'Ua]Xghia cghVW'U'Yb[]b['YVt'bcā]WV]a UHY']b'XYWUXYg A Yh7A C'VWUb[Y'Vmif]a U[]b['HYUa'k]ħ'byk'gVt'dYž'ghUZZ'UbX'cdYfUħ]b['a cXY'ħc'gc']X]mUWVči bh F Y!YgħU']g\YX'U[YbVħUg''YUX' [YbYfU' Vt'bhfUWč'f'k]ħ'a UbU[Ya Ybħicj Yfg][\ħcZ&gdVWU']nYX U[YbV]Yg'd'i g'YI dUbXYX'gVt'dY']bħc'dfca čħjcbg'UbX'a YX]U čgh]'YX'dcg]ħj Yž'a čħj Uħ]b[ž']bgd]fUħ]cbU'HYUa'Ybj]fcbā Ybħħ.fci [\ 'ħU'YbhXYj Y'cda YbħiUddfcUWV'cZ Ya dck'Yfa YbħUbX'UWVči bhU'V']m A Ya VYf'cZ8U'Ug'cZ]WV'YUXYfg\]d'HYUa'ghYf]b['ħ.Y'c] YfU''X]fYV]cb'cZU[YbVħ

@Ji bWVYX'U'W]i gY'a Uf_YHj b['i b]ħc' Vt'bg' ħk]ħ'U[YbVħHYUa'g'UbX'k cf_'k]ħ'W]Ybhg.'ghfUHY[]W]bg][\ħg UbX'VYghidfUW]Wgž][bUħi fY'W]i gY'W]a dU][b'WYUħ]cbž'WYUħj Y'Vt'bg' ħ]b['UbX'XYj Y'cda Ybħž'bcħ!dfcZ]ħ VfUbX]b[ž'Vt'fdcfUHY'U''UbWV'XYj Y'cda Ybħž'Z' bXfU]g]b['UbX'a cfY"

7 Ui gY'YI dYf]YbWV']bW]i YXX'k cf_'k]ħ'+19'Yj Ybž'M A''6fUbXg'fD]nnU'<i ħž'HUWč'6Y'ž?: 7 ħž'7'cfcl 7 ca dUbñž'7 Uf[]'žBc'_Už: f]ħc!@Unž'A U_Y!5!K]g\': ci bXUħ]cbž'@j Ygħfcb[žF YVi]X]b['ħc[Yħ.Yfž'A YUg cb'K \Y'gž: YXX]b['5a Yf]W'UbX'a cfY

TL Managing Director, Business Development

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9l`WYXYX`]bXi`ghfmVt]bj`Yfg]cb`fUHYg.`-`\$i`F`D`hc`7`Y`Ya`]ghmž+`i`hc`:]bU`D]hV`UbX`)`\$i`K`]b

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TL Lead Nokia Phones, Caesars Entertainment, Pizza Hut accounts

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Dfcj`]YX`ghfUHY[]WYUXYfg\]d/`cdYfU]hcbU`a`UbU[Ya`Ybhcz&\$`dYfgcb`fYUa

Bcfh`5a`Yf]W]5[YbVmicZF`YVtfx.`VfUbX`ghYk`UfXg\]dždfcXi`Vh`Ui`bVWYgž`bU]hcbU`dfca`ch]cbgž

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5i`h`cfYX`ghfUHY[mžcf`W]hVW`X[]hU`a`i`g]Wd`U]hZca

7`U]fa`Ubž`]b]hYU[YbVmiYUa`cZ)`U[YbVWYg`UW]cgg`X]g]Vd`]bYg

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7`UYgUfg`9b]hYfU]ba`Ybžž;`fci d`5VWti`bh8]fYVtcf

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A`cfY`h`Ub`"`ž`\$`\$`Ubbi`U`dfc`YV]g`UW]cgg`U`a`YX]U`Uh&\$`X]Z]YfYbh`c`W]h]cbg

8]fYVW]X`B`U]hcbU`Dfca`ch]cbg/`HchU`F`Yk`UfXg`@cntU]hmi;`fci`dg

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6fc_YfYX`W]hY[cfm]g`Z]ghYj`Yf`bU]hcbU`dU]hYfg\]dg`]bW]X]b[]Y6Unž`5a`Yf]W]b`5]f`]bYgž`7`c_Y

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bU]hcbU`Ui`bW

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A`Ya`VYfž`a`i`h]U[YbVmiYUa`h`U]hYj`YfgYX`mYUf!`cb[]bY[U]h]`Y`gU`Yg

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8Yj`Y`cdYX`a`i`h]h]Yf`a`Ybi`UddfcUW`Zcf`VY]hYf`Zcf`mci`fYbX

8Yj`Y`cdYX`bYk`VfUbX`UfW]hV]h`fY/`a`UHYf]U`g`Zcf`bU]hcbU`W]i`gY`]b]h]U]h]`Y`6cc_`h

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Gi`dYfj`]gYX`bU]hcbU`VfUbX`UXj`Yf]g]b[]W]a`dU][]b`k`]h`dfcdYf]h]c`W]h]nU]h]c

@YX`7`Yb]fU`/`K`YgYfb`8]`]g]cbg`a`Uf_Y]b[]fYUa



Cofounder

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 U[YbVYg`7`Y]bhWjY[cf]Yg]bWl`XYX`gcZiXf]b_gz`gcZk`UfYz`YU`h`WfYz`Y`YVt`a`a`i`b]WjcbgZ`UbX
 Vt`a`a`YfVU`Vtbgfi`V]cb`"A`mfc`Y`]bWl`XYX`Vt`a`dUbmc`dYfUjcbgZ`Vi`g]bYgg`XYj`Y`cda`Ybhd`i`g`WjYbhUbX
 dfc`YVt`a`UbU[`Ya`Ybh`



Senior Account Executive

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 A`UbU[`YX`8f`DYddYf`bUjcbU`dfca`ch]cbg`]bWl`X]b[`]Y]!`]bg`k`]h`6][`%&z`G97`z`DUW`%\$`7`c`Y[`Y`Gdcf]g
 7`cbZ`f`Y`b`W`g`z`8`]gb`Y`m`D]`Uf`Z]`a`g`z`7`ci`b]fm`A`i`g]W5`k`UfXg`z`UbX`:`C`L`H`U
 8`Yj`Y`cd`YX`bcb!`fUjcbU`W]a`dU][`bg`]h`Xck`b!`U[`Y`Vf`Ub`Xg`gi`W`Ug`Gi`b_]gh`UbX`7`UbUXU`8`fm
 @]i`bW]YX`h`Y`f`Y`Z`fa`i`UjYX`+1`D`Vf`Ub`X
 7`cbW`d]YX`UbX`YI`YW`h`YX`8f`DYddYf`g`Z]fgh`Yj`Yf`cb`]bY`dfca`ch]cb
 9l`YW`h`YX`UW]z`i`bhgd`YV]W]d]c[`f]Ua`g`k`]h`f`Y[`]cbU`]h`YX`j`Uf]Ub`W]g`c`Z`V`f`Ub`X`d`U]h`Z`fa`g
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 6Umcf`<`YU`h`7`Uf`Y`Gng]h`Y`a
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 <`YU`h`Z`F`Y`U`V]`]h]cbz`C`b`Vt`c[`nz`UbX`7`X]f`Y`b`g`7`Uf`Y
 8`Yj`Y`cd`YX`b`Yk`a`Ug]h`f`Vf`Ub`X`-`X`Y`b`h]m`igng]h`Y`a`h`c`i`b]Z`ni`X]gd`Uf`UjY`Vi`g]b`Ygg`]b`Yg`UbX`c`W]h]cbg
 C`j`Yf`g`Uk`]b]Y[`fUjYX`A`Uf_YHj b[`W]a`dU][`bg`Z`f`b`Yk`c`gd]h`c`W]h]cb`cd`Y`b]b[`g
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 F`Y`X`Y`g][`b`Y`X`k`Y`V`g]h`Y`k`]h`b`Y`k`Vf`Ub`X`]X`Y`b`h]mi`Ub`X`Z]f`gh`Yj`Yf`cb`]bY`di`f`W`Ug]b[`Z`i`b`W]cbU`]m
 -a`d`Ya`Yb`h`YX`b`Yk`Y`bj`]f`c`b`a`Y`b`h`U`X`Y`g][`b`Ub`X`D`C`G`gng]h`Y`a`Z`f`h`Y`fa`]b`U`g`b`Ujcbk`]X`Y`

Education



The University of Texas at Austin

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 A`Ya`V`Y`f`c`Z`H`Y`h`U`7`X]`:`f`U`j`Y`f`b]m