

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, multi-channel campaign development, 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

Kanarys™

Jun 2019 - Present (5 years)

Strategic Advisor to Kanarys on marketing and business development. Kanarys is a technology platform that fosters collaboration between companies and employees to improve Diversity, Equity, and Inclusion (DEI) in the workplace and bring about lasting change. We help companies get the specific data and insights they need to diagnose, prioritize, and optimize DEI efforts by facilitating transparency and providing a safe, anonymous way for employees to let their voices be heard.



Cofounder

purposewerx

Nov 2021 - Present (2 years 7 months)

purposewerx is a global collective of founder-led professional services and emerging technology companies that drive business and social impact at scale. We work with and for each other to deliver purpose-driven integrated solutions that generate transformative results.



Member

Conscious Capitalism, Inc.

Apr 2021 - Present (3 years 2 months)

Conscious Capitalism is a way of thinking about capitalism and business that better reflects where we are in the human journey, the state of our world today, and the innate potential of business to make a positive impact on the world. Conscious businesses are galvanized by higher purposes that serve, align, and integrate the interests of all their major stakeholders.



Managing Director

Tracy-Locke

Oct 2008 - Oct 2010 (2 years 1 month)

Client services leader on two key accounts best representing the agencies brand-to-retail offering with oversight of 30 + people and over \$45 MM in billings: TXU Energy, a 125+ year brand with a strong community presence helping Texans save money and energy while investing heavily to become a more sustainable enterprise; and Texas Lottery, which generates \$8 Billion in annual sales and to-date has contributed \$32 Billion to state public education and \$237 MM to veterans programs.

- Responsible for overall team leadership, client contract, strategic planning, and operations
- Grew each business 20% amidst most challenging economic climate in decades
- Met CMO change by reimagining team with new scope, staff and operating model to solidify account
- Re-established agency as lead general contractor with management oversight of 2 specialized agencies plus expanded scope into promotions and media
- Instilled positive, motivating, & inspirational team environment through talent development approach of empowerment and accountability
- Member of Dallas office leadership team steering the overall direction of agency

Launched a cause marketing unit to consult with agency teams and work with clients: strategic insights and best practices, signature cause campaign creation, creative consulting and development, non-profit branding, corporate alliance development, fundraising and more.

- Cause experience included work with 7-Eleven, YUM! Brands (Pizza Hut, Taco Bell, KFC), Clorox Company, Cargill, Nokia, Frito-Lay, Make-A-Wish Foundation, Livestrong, Rebuilding Together, Meals on Wheels, Feeding America and more

Managing Director, Business Development

Tracy-Locke

May 2007 - Oct 2008 (1 year 6 months)

- Head of agency's business development for the network of 6 offices
- Built new business machine from ground-up from agency positioning, key materials, prospecting plan, PR, pitch process, and strategic alliances
- Established TracyLocke's successful Brand to Retail philosophy
- Managed dedicated group and pitch teams for new and organic growth opportunities
- Exceeded industry conversion rates: 90% RFP to Chemistry, 75% to Final Pitch and 50% Win
- Generated over \$14 MM in incremental agency revenue in 1-1/2 years

Lead Nokia Phones, Caesars Entertainment, Pizza Hut accounts

Tracy-Locke

Oct 2000 - May 2007 (6 years 8 months)

Nokia Mobile Phones, Group Account Director

- Built new account with fee negotiations & team hiring
- Provided strategic leadership & operational management of 20 person team
- North America Agency of Record: brand stewardship, product launches, national promotions, customer marketing
- Authored strategy for critical digital music platform
- Chairman, interagency team of 5 agencies across disciplines

Caesars Entertainment, Group Account Director

- Co-led operations & management of 50 person team, \$60 MM billings
- More than 3,000 annual projects across all media at 20 different locations
- Directed National Promotions & Total Rewards Loyalty Groups
- Interim VP Promotions for 6 months while Client on leave-of-absence
- National Promotions averaged 13.9% YOY trip growth & 15.6% YOY revenue growth
- Total Rewards brand re-positioned with CEO citing "best work ever done"
- Brokered category's first-ever national partnerships including eBay, American Airlines, Coke

Pizza Hut, Account Supervisor

- Responsible for new product development: concept, naming, branding, communications, test market & national launch
- Led company's most successful launch ever
- Member, multi-agency team that reversed year-long negative sales
- Managed national retail channel including offers, sponsorships, promotions, in-store
- Developed multi-tier menu approach for "better for you" trend
- Developed new brand architecture & materials for national cause initiative "Book It!"

Bombardier FlexJet, Account Supervisor

- Managed Agency specialized unit for luxury brand
- Stretched marketing dollars with in-trade celebrity spokespersons
- Developed 1-1 marketing solutions to close multi-million dollar sales

Harrah's Entertainment, Account Supervisor

- Helped reposition & relaunch Harrah's Casinos national brand
- Supervised national brand advertising campaign with property localization
- Led Central & Western Divisions marketing teams



Cofounder

FUEL :: Idea Generation and Development

Feb 1999 - Oct 2000 (1 year 9 months)

Marketing consultancy and design firm providing idea generation and development to clients and agencies. Client categories included soft drinks, software, healthcare, telecommunications, and commercial construction. My role included company operations, business development plus client and project management.



Senior Account Executive

TRG

May 1996 - Feb 1999 (2 years 10 months)

Solid foundational experience at latitude – the Integrated Marketing division of The Richards Group.

Dr Pepper, Canada Dry, Sunkist

- Managed Dr Pepper national promotions including tie-ins with Big 12, SEC, Pac-10 College Sports Conferences, Disney/Pixar films, Country Music Awards, and FOX TV
- Developed non-traditional campaigns to down-age brands such as Sunkist and Canada Dry
- Launched the reformulated 7 UP brand
- Concepted and executed Dr Pepper's first ever online promotion
- Executed account specific programs with regionalized variances of brand platforms

Baylor Health Care System

- Supervised traditional advertising for both brand system and individual service lines such as Women's Health, Rehabilitation, Oncology, and Children's Care
- Developed new master brand Identity system to unify disparate business lines and locations
- Oversaw integrated marketing campaigns for new hospital location openings

Greyhound Lines

- Developed consumer segmentation by ethnicity and lifestyle
- Redesigned website with new brand identity and first-ever online purchasing functionality
- Implemented new environmental design and POS system for terminals nationwide

Education



The University of Texas at Austin

Bachelor of Science, Advertising
Business Minor

1992 - 1996

Graduated with High Honors

Member of Theta Chi Fraternity