

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

Marketing leader with an entrepreneurial spirit.

**brian powell**

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## **SUMMARY**

I am a passionate advocate of design thinking to unlock profit that's more purposeful and purpose that's more profitable. For over 25 years I've 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, I've honed my 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. Experience includes: Dr Pepper, Caesars Entertainment, Pizza Hut, AT&T, Frigidaire, American Airlines, Salesforce, and many more.

## **CURRENT EXPERIENCE**

**Matchfire**                      October 2010 - Present  
**Managing Partner**

Co-owner and Partner of design and digital agency specializing in purpose-driven marketing. 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.

## **ADDITIONAL EXPERIENCE**

**Former Board Member, Co-Chair, Marketing & Fundraising Committee**  
**Heart House**

Heart House is an education non-profit that serves refugee children with a holistic after-school and summer program utilizing social emotional learning.

**Marketing Advisor**

Advisor to social enterprise start-ups and non-profits. Brands have included Kanarys (diversity + inclusion tech platform), CForce water (Chuck Norris' water benefitting his charity), Be The Match (operates the national bone marrow transplantation registry), Thnks (business gift giving based on science of gratitude), Livestrong (cancer advocacy), and Solve For Food (clean-label, shelf-stable food).

**Guest Lecturer**  
**SMU Cox School of Business**

Guest Lecturer for a Nonprofit Marketing course for MBA and MA students – focusing on branding, storytelling, and digital marketing.

**Guest Lecturer**  
**The University of Texas at Austin**  
**Stan Richards School of Advertising and Public Relations**

Guest Lecturer for Graduate Advertising Media course on how to market a social movement.

**Member**

**Conscious Capitalism** 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.

## PREVIOUS EXPERIENCE

### **TracyLocke**      October 2000 - October 2010 **Managing Director**

*Client Services Director of TXU Energy and Texas Lottery accounts*

- Management of 30 + people and over \$45 MM in billings: Responsible for overall team leadership, client contract, strategic planning, and operations
- Grew each business 20% amidst most challenging economic climate in decades
- 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

*Launched a cause marketing unit for the agency offering:*

Strategic insights and best practices, signature cause campaign creation, creative consulting and development, non-profit branding, corporate alliance development, fundraising and more. Cause work included 7-Eleven, YUM! Brands (Pizza Hut, Taco Bell, KFC), Clorox Company, Cargill, Nokia, Frito-Lay, Make-A-Wish Foundation, Livestrong, Meals on Wheels, Feeding America and more.

*Director of Business Development*

- Head of agency's business development for the network of 6 offices
- Rebuilt new business machine from ground-up from agency positioning, key materials, prospecting plan, PR, pitch process, and strategic alliances
- 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

*Group Account Director of Nokia Phones, Caesars Entertainment, Pizza Hut accounts*

- Fee negotiations & staff hiring and talent development
- Provided strategic leadership & operational management of large teams consisting of 20-50 employees
- Interim Caesars Entertainment VP Promotions for 6 months while Client on leave-of-absence

### **FUEL – Idea Generation and Development**      February 1999 - October 2000 **Cofounder, Account Manager**

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

### **The Richards Group**      May 1996 - February 1999 **Sr. Account Executive**

Gained solid foundational experience at latitude – the Integrated Marketing division of The Richards Group. Clients included Keurig Dr Pepper (Dr Pepper, 7UP, Schweppes, Canada Dry, Sunkist), Baylor Health Care System, and Greyhound Lines. Concepted/executed Dr Pepper's first ever online promotion. Redesigned Greyhound website with new brand identity and first-ever online purchasing functionality.

## EDUCATION

### **The University of Texas at Austin** **Bachelor of Science in Advertising, Minor in Business**

Graduated with High Honors as a College Scholar (GPA of 3.80)

Member of Theta Chi Fraternity: held offices of vice president and social chairman

### **Omnicom University's Advanced Management Program**

Select senior managers nationwide are chosen for this leadership development course led by Harvard Business School and based on a service profit chain philosophy.