

D U N N

888 224-0304
www.dunnbrand.com

Accolades

WHO SAID WHAT

Clients

Michael is a brilliantly creative strategist whose insights never fail to ignite that ever-essential controversy that every business needs to grow and evolve. Many positive changes have occurred at my company since our initial work with Michael, and I look forward to every meeting with him, as his perspectives are always thought provoking and intriguing. Sometimes it's a major initiative that he brings to the table, but just as important are his suggested tweaks to our messaging, brand evolution, and business practices, that cumulatively make such an impact on my company. Truly Michael is one of those unusual visionaries who sees things that are hugely important, but nearly everyone else misses.

Naomi Neilson Howard

Founder, CEO
Native Trails, Inc. (January 2013)

Michael and his team did a great job in helping us see a clear path to brand strength and a future vision that fits into our strategic planning. More than a brand consultant, Michael is a holistic business consultant who not only cares about brand quality and relevance, but also margin and profitability. I would highly recommend Michael and D U N N to help any business, regardless if industry, create a future vision with a profitable brand.

Tim Blair

Executive Vice President, General Manager
Native Trails, Inc. (2012)

Michael has a real passion for the key drivers behind good marketing and branding; as a result, he is as much of an asset strategically as he is throughout execution. It becomes quickly apparent in working with Michael that his basis for brand building and business is broader than most: society, culture, psychology, intent and behaviors. He is a pure-play student of the game.

Tom Adamski

CEO
Rosetta (2002 – 2010)

I first hired Michael in 2007 and now I work with him. I compare him to the group of world-class social scientists and business leaders I've collaborated with in my career. Michael has an uncanny ability to generate incisive solutions with impressive results. I've seen him do it many times. But Michael has a secret weapon. While others solely rely on intuition and the muse, Michael also seeks guidance and inspiration from robust principals coming out of the social sciences of which he has great command. These principles animate the solutions he creates, and account for the signature style and serial success Michael brings to every client.

David Fetherstonhaugh, Ph.D.

Resident Behavioral Economist
IDEO (2007 – 2010)

Michael is one of those rare individuals who can strategically frame complex problems and articulate creative - and brilliant - solutions in persuasive, clear language. His remarkable ability to understand the nuances of culture, digital networks, content development and design make him our most valued partner. I seek Michael's collaboration whenever I can because his deep insights and creative direction have a transformative effect on our projects.

Alan Smith

CEO

Revolution Technology (2009 – 2010)

Michael is an amazing visionary. We have been impressed by his business acumen, creative insights and strategic planning work for us. In addition to acting in the capacity as our marketing and creative partner, Michael has also collaborated with us on raising investment capital, community development and outreach, market research, site planning, public affairs, architecture and design critique and even materials selection. It's hard to know what exactly to call him because he works in so many very different capacities. Suffice to say that we would highly recommend Michael and his talented team for any important strategic marketing assignment or world-class creative capability and design.

Richard Bambauer

Partner, General Manager

Kindred Island Land Company, LLC (2007 – 2010)

We're a serial user of Michael Dunn's services. We've hired him and his team for brand strategy, corporate identity projects, web design and marketing communication campaigns. Michael consistently demonstrates an uncanny ability to understand and communicate our vision to each of our constituents.

Kristina Kelchner

Partner

Featherstone Partners (2007 – 2009)

I first met Michael when we went through the San Luis Obispo Sheriff's Academy together in 1983 when we were both a mere 19 years of age at the time. While I remained active in my law enforcement career for the past 27 years, Michael left his career in law enforcement in 1990, and went on to achieve tremendous academic success at UCLA, and later much more success in business and communications consulting for some of the world's most iconic brands. He has assisted me recently with my political campaign while I run for the office Coroner for Teton County, Wyoming. In doing this, he has helped me to focus my message, manage my contacts with the media, defuse potential controversies and enhance my 'brand' and personal standing during the campaign. He understands that the true source of power in politics is the power to persuade. Michael is not only an ethical friend, but he also has one of the most creative minds that I have ever seen in action. Michael's ideas are insightful, and he always gives me sage advice.

Alan John

Police Sergeant

Jackson, Wyoming Police Department and Candidate for County Coroner in Teton County Wyoming (1983 – 2010)

Over the past few years, Armanino McKenna has changed the way we, as an organization, think. Michael Dunn has been instrumental in helping us accomplish this. He continually asks us tough questions, challenges us to take creative risks and has inspired all of us at AMLLP to believe in the power of our brand. More specifically, Michael has helped us develop sound marketing strategies, backed by world-class creative executions that people in our industry actually choose to notice.

Lori Colvin

Partner, Chief Marketing Officer

Armanino McKenna LLP (2006 – 2010)

Michael is a world-class creative director who is able to approach his work from an entrepreneur's perspective. His creative concepts and recommended campaign elements illustrate the breadth and depth of his experience and thinking. Working alongside a carefully recruited network of designers and copywriters both in web and traditional media, Michael's concepts and direction lead to cutting edge creative that is compelling, effective and goes the distance along the sales continuum.

Linda Gleason

Marketing Director
Salt Aire Dunes (2007 – 2008)

Michael Dunn is a disciplined creative professional who looks at every marketing action with a strategic view. He has an amazing ability to capture the essence of a brand quickly and effectively communicate the value to the customer.

Ryan Wehner

Product Manager
Gibson Guitar Corp. (2007)

Michael is extremely perceptive about a company's strengths and weaknesses in the areas of creative and branding and in a short time is able to effectively recommend ways to improve both internal processes and external brand strategies. He is a person of integrity, great marketing knowledge and in addition, is immediately able to put colleagues and those who work for him at ease.

Pace Bowers

Director, Point of Sale Marketing
Gibson Guitar Corp. (2007)

At Robert Mondavi, we do a great deal of direct marketing with our large and highly segmented consumer database, so we needed an advertising professional that had very strong strategic insights. At the same time, every Robert Mondavi campaign has to have the same high-level creative and production values as our print and broadcast advertising, and Michael Dunn definitely delivers top-notch creative. This is why I've been so impressed with him. His strategic work for us has been really smart and successful, and his creative is as good as anything we've seen from any agency that we have worked with. I always look forward to embarking on a new project with him.

Jennifer Becker

Vice President, Consumer Marketing
Robert Mondavi (1999 – 2001)

Michael Dunn and 415 were integral in helping us with our online brand strategy and messaging and their experience in the digital environment was pivotal in communicating all of our objectives online.

Sheila Franks

Manager, Web Communications
Robert Mondavi (2000 – 2001)

I have worked with Michael over the years on several brand development projects. Michael brings a unique blend of creativity and expertise in building and maintaining strong brands. At Tessera, I worked with Michael and his team on a complete re-branding program, which successfully articulated the company's unique value and positioned them for a successful IPO. I would recommend Michael to anyone looking for a highly creative brand consultant with a strong understanding of how to translate business benefits into brand value.

Laura Abram

Director, Strategic Marketing

Applied Materials (2008)

Michael Dunn was recommended to me by a colleague of mine at a large, well-known interactive agency, who said that he would be a great match for what we needed and what we were trying to accomplish at Tessera. And she was right. We needed a *complete* branding strategy – positioning, messaging and implementation to bring the Tessera brand to life.

Michael's ideas were always fresh, exciting and interesting. We definitely did not get standard, one-size-fits-all ideas from him and his team. They pushed the limits while still being responsive to our timelines and needs. Creative is very difficult. It has been my experience that you usually don't get more than one or two workable ideas on any certain project from an agency. But Michael and his team gave us many impressive choices and possibilities from start to finish. Also, management also liked Michael, which made my job a lot easier. He was able to get to the point and the importance of the project across to everyone, and in the end we didn't just get a great branding project, but a valuable lesson in branding as well.

Laura Abram

Director of Corporate Communications
Tessera Technologies, Inc. (1999 – 2003)

oCen is an international communications start-up, with aggressive timelines, an extensive geographic scope, and hopes of growing into a billion-dollar, Next-gen Telco in the near future.

In the last year, Michael Dunn has directed all of our corporation's branding efforts, and has helped us create our marketing strategy in both America and Asia. I've worked with a number of consultants, research firms and ad agencies in the past, including Deloitte & Touche, Young & Rubicam, McCann Erickson and many others, but none of them had anyone as near as sharp as Michael Dunn. I feel Michael demonstrates a real feel and understanding for our product and the marketing context in which oCen operates better than any other advertising and communications professional that we have worked or spoken with. What makes him such a special business partner is his personal touch, his work ethic (which, believe me, you've got to have to keep up with us), and his desire to do right by the client.

I enjoy working with Michael and view him not as just a hired consultant but as trusted counsel and a true partner.

Ben Ho

Vice President of Marketing
Sprint, Nextel and oCen Communications, Inc. (1999 – 2000)

Michael thinks and talks in broad, creative strokes. He's comfortable discussing anything and everything. Whether business specific or society at large, Michael creates new edges for his customers – always challenging the status quo and pushing client intimacy to new levels. One thing is certain: he tells the truth, whether you're ready for it or not.

He's irreverent, controversial, keeps people off balance and he's always coming up with both the expected and unexpected. The vast majority of marketing consultants just want to sing your praises, but Michael tells you his read of the situation, and why. It may not jibe with what your understanding is, but you'd better listen. He's not wrong very often.

When we need new ideas that might bypass the more conventional and expensive ways of communicating with our customers and potential customers we bring Michael in to work with us. He's the best at what he does.

Christopher Buss

Senior Marketing Manager
HP (2003)

Michael Dunn helped my organization take the quantum leap towards professionally crafted and implemented marketing and advertising. As we've grown, we needed a much more professional touch, image and all the expertise that Michael could provide. With his assistance, we launched an effective direct mail campaign, a customer testimonial radio, television and newspaper campaign and positioned ourselves as the preeminent community bank in the Napa Valley. Michael learned about our company, our customers and our market and then guided us through the implementation of his award-winning creative work.

Mark Richmond

Senior Vice President, Marketing
North Bay Bancorp, The Vintage Bank and Solano Bank (1997 – 2000)

Michael is one of the few people I know who truly understands how to build a successful brand strategy around a company's unique corporate philosophy. He is uniquely grounded in both the real world of business and in the more heady world of thought shaping. He has demonstrated numerous times his expertise in converting high concepts into actionable marketing and advertising plans. Aside from being one of the most creative problem solvers I know, Michael possesses an exceptional ability to keep even the most complex and nuanced game plans moving forward toward a concrete and inevitable goal.

Kurt Lohse

Founder and CEO
KeyCode (1996 – 2008)

As an agency principal and creative director, I've worked with hundreds of strategic partners during my 20 years in the trenches of Silicon Valley. Among them, Michael Dunn is truly unique, first because he knows so much about the business. And second, because he can play almost any position, from market research, business development, brand guru, to account planner, copywriter and project manager.

Michael is excellent with clients, willing to challenge their assumptions to get to better messages and more successful work. He's not afraid to do big work and to bring in the right players that can make it happen. He knows the power of positioning, of a theme carried through a range of tactical projects. And he can write against that theme in ads and collateral, working in features and benefits in a fresh way.

At our shop, we've come to trust Michael's counsel, his enthusiasm and his dogged determination to produce work that meets a higher standard.

Patrick Mountain

Principal and Creative Director
Patrick Mountain Advertising (2002 – 2003)

Speaking and Lectures

I have had the privilege of knowing Michael since 1994, when we met while striving in the global fashion industry, and while most people know Michael as an accomplished business executive and creative director, I also know him to be a superb writer, storyteller and speaker. He is also an immensely gifted writer with a fresh, strategically-grounded and innovative style who can move readers. He and his team at D U N N are consummate collaborators. I love working with them.

PJ Lloyd

Founder – Managing Partner
Revolution Technology (1994 – 2010)

I recently had the opportunity to listen to and participate in Michael Dunn's lecture series on business and brand development at Hirshorn Zuckerman Design Group. A passionate and evocative speaker, Michael was always very well prepared, with slide shows, visual aids and an enthusiasm that lit up the room. His depth of knowledge and well roundedness was enjoyable, interesting, and moreover very enlightening.

It was an honor to listen and learn from someone of Michael's stature.

Stacey Ann Torjak

Hirshorn Zuckerman Design Group (2003)

Michael Dunn came to speak to my students about the packaging industry. The students found him enthusiastic and entertaining. He dazzled them with his personality and humor. They remained intent on listening to his every word throughout the presentation. Michael comes across as a very natural, gifted speaker. He was able to inspire the students through his words and presentation style. Many students came up to him afterwards to express their appreciation and made a point to tell him how much they enjoyed hearing him.

Penny Osmond

Assistant Professor

California Polytechnic State University, San Luis Obispo (2001)

Partners and Peers

It's been my good fortune in the last few years to work with and get to know Michael. He's intelligent and intense; driven but deliberate; generous and genuine. His depth of knowledge, his experience and creativity, and his clarity of vision are exceptional. He's the consummate team leader, both inspiring and liberating. He's a joy to work with and I'm very much looking forward to our next project, whatever it may be.

Keith Seaman

Photographer

Camera Ad Photography (2010)

Michael and I have known each other for almost 20 years. As a Creative Director, Michael is a collaborator in the best sense of the word – he has a wealth of knowledge, but is open to new ideas; he has a great sense of humor to match his great creative instincts; and he is a true entrepreneur and visionary. It's a pleasure knowing and working with Michael as a collaborator and friend.

T. Arthur Cottam

Film Producer and Director

Misfit Films, Caught' Em Productions (2009)

Michael is one of the great minds in marketing. It's always a pleasure to work with him, and better yet, to learn from his breadth of experience.

Marc Gendron

Principal

Marcom Public Relations (2009)

Simply put, Michael knows what needs to be done and how to get it done, with utmost professionalism and impeccable aesthetic.

John Watson

Principal

John Watson Studio (2008)

Michael exhibits a deep understanding of the value of brand, something that is sadly all too rare these days. He is professional, insightful and a pleasure to collaborate with.

Layne Lev

Partner
Hundred 10 Design (2008)

Michael Dunn is always on top of his game. He has innovative ideas and is a true team player. With Michael's help we have built a solid team that I know will take on many award-winning projects in the future.

Missy Reitner-Cameron

Founder
iiiDesign (2008)

Reflecting on our experience working together, I realized Michael Dunn has a gift for collaborating. To begin with, his disarming lack of pretense immediately fostered the free flow of ideas. And while he contributed the bulk of the creative "concepting," he was fully engaged in strategic, media and other issues as well. Most importantly, he enthusiastically sought the potential linkages between our ideas and disciplines. This inspired our team of independent thinkers to seek each other's input. As a result, we happily challenged and improved our own skills, while delivering breakthrough ideas for our clients.

Tom Neveril

Brand Planning and Research Consultant
Storybrand Consulting (2003)

My working experience with Michael was extremely positive. Michael is an excellent strategist and branding professional. His strategic skills coupled with his creative ability make him an excellent candidate for working with International Brands and their leaders.

Dennis Flynn

CEO, Founder
The Sonar Group (2006 – 2008)

My father always told me "surround yourself by good people and you can only get better!" Well, Michael Dunn is one of those "good people" both professionally and just as a wonderful human being. Michael's ability to assess, grasp and quickly develop compelling brand strategies for a company, product or service are beyond reproach. And Michael does an incredible job of providing firm recommendations based on knowledge and experience. As a human being Michael is thoughtful, caring and just a fun person to be around – putting all who meet him at ease and in a wonderful mood.

Mark Comiso

Co-Founder and President
Maus Haus (1999 – 2008)

I have had the opportunity to both collaborate with and work for Michael on brand and other strategic marketing consulting projects. Michael is energetic, professional, extremely creative, and the ultimate brand strategy and identity technician. He brings a wealth of knowledge and experience to his clients, and is an expert in helping reinvent a troubled or stagnant brand.

John Fratangelo

President
Foresight Group (Marketing Programs Manager, Corporate Marketing at Applied Materials) (2008)

Michael is an unusual talent. I have worked with him on a number of projects and each time he has proven to be one of the most extraordinarily balanced advertising professionals I've had the pleasure of collaborating with.

He is one of those rare individuals blessed with the eye of an art director, the craft of a writer, the vision of a creative director and the diplomatic skills of a first-rate account executive. He is an all-around advertising person who is not only sensitive to the quality of the work, but to the people involved. His respect for his constituents, respect for the creatives, the account managers and the client-side marketers, inevitably ends up producing not only great advertising, but also a pleasant work experience for those involved.

Jim Herwitz

Principal, Creative Director
Herwitz and Associates (2006 – 2008)

We have worked with Michael Dunn and his clientele over a period of many years. Our company has observed that Michael and his team are consummate marketers and real creative professionals. Michael's knowledge of both online and traditional media helps his clients to efficiently manage refined single and multi-channel marketing programs.

David Kanter

President and CEO
AccuList, Inc. (2006)

Michael's focus was always on quality and value. By asking the client about their goals, he was able to recommend a cutting-edge solution that was more amazing than the client could ever conceive. Good creative generally focuses on input only, but Michael's GREAT creative focused on results.

Travis Sheridan

Director of Public Relations
Astone Advertising and Public Relations (2006)

Michael is one of the only creative directors that I have worked with that have had the important ability to link strategy with creative branding in such a way that the results shoot through the roof. His intuitive nature and creative eye is unsurpassed. I would work with Michael on any project and know it will be successful.

Shelley McKenry

Sr. Account Director
Astone Advertising and Public Relations (2006)

I have had the pleasure of working with Michael for the better part of three years. Over that time, he has functioned in a variety of roles, and been an invaluable member of many teams. He has provided unparalleled work in the arenas of brand strategy and advertising, and has shown extensive knowledge regarding the synchronization of a company's communication across multiple media, from traditional to online. In a world often dominated by buzzwords, Michael has exhibited an honest, clear method of communicating complex concepts to clients. He has the rare ability to devise visionary solutions, clearly explain them, and get the team and the client on board and motivated. He inspires his colleagues and consistently delivers top-notch work to his clients. I will be proud to work along side Michael at every opportunity.

Grace Stanat

CEO
415 Productions (2000)

I think of Michael Dunn as both a creative talent and a business talent. That's a rare combination in the advertising arena. He has a world of knowledge and vast understanding about both marketing and advertising and tends to spot trends before anyone else. Over the years, he has consistently shown that he certainly knows how to implement strategic advertising campaigns and marketing plans that work!

Joe Freiberg

CEO
FMG Marketing, Pacific Advertising (1997 – 1998)

Michael has brought both creativity and professionalism to every project we've worked on together. His knowledge of the ins and outs of broadcast, film and video production rivals that of a specialist, and his attention to detail and drive to make sure things are done right give me the confidence and reassurance needed to achieve the optimal results which we and the client want and expect.

Patrick Mulvey

Principal
Media Center, Current Video and LMA Productions (1998 – 2010)

Michael possesses a powerful intellect and a deep reservoir of creative talents. I've had the pleasure of working with him in various capacities for nearly 15 years. And during this time, he has consistently demonstrated great insight in his approach to the marketing and creative challenges that have been presented by our clients. This combined with his strategically rooted conceptual thinking, and a keen business sense, consistently results in groundbreaking work that creates and builds strong brands. Lastly, with Michael you gain an exceptional people manager. He can empower, delegate and oversee numerous cross-functional teams, disparate vendors and varied personalities. Mike is a valuable member to have on any team.

Phil Shelp

CEO
FMG Marketing, Marketing Group West and Twenty20 Marketing (1996 – 2010)

I first met Michael Dunn when he came to World Savings to pitch me on using the agency that he was then working for to do a direct marketing project. I didn't think much of that agency, but I was thoroughly impressed by Michael. He must not have thought much of that agency either, because he soon quit to go out on his own.

Freed from the bounds of traditional corporate structures, Michael has cut a wide swath through the San Francisco advertising community. Like the tiny ant that can somehow lift 4,000 times its weight, Michael has won huge accounts and implemented fantastic advertising campaigns when everyone else (including me) thought it impossible.

Michael is a good thinker, a smart marketer and a canny salesperson. But so are a lot of people. What makes him different is he is also a doer. He gets it done. He makes it happen. He is also honest and trustworthy. And he cares.

Bob Goldman

Creative Director
World Savings, Grey, Young & Rubicam, Ketchum and FCB (1997 – 2001)

Michael Dunn is an exceptional marketing visionary. I had the pleasure and honor of doing some back-end production execution to some of Michael's marketing programs that he engineered for some very high-profile, nationally known clientele. Michael is, and has always been, an innovator and DM architect with a clear focus on the big picture while remaining driven to obtaining positive results - a true "rainmaker". I would recommend Michael to any company looking to enhance their bottom line while bringing a great deal of class and integrity to the process.

Perry Wilson

National Accounts Manager
Advanced Image Direct (1996 – 2008)

Employees and Direct Reports

Michael Dunn has been a boss, mentor, and friend and I am honored to write this recommendation for him. When I started working for Michael in early 2012, I could tell right away that I was working with someone whose creativity and ingenuity would one day be recognized, whose talent and meticulous eye for detail would reshape how the wine industry defines a valuable brand. Michael is an entrepreneur who is going places, and he is a nice enough guy to take other people along for the exciting ride. Michael is not only a talented entrepreneur, but also a scholar on anything involving marketing and brand design. When I met Michael, the first thing he did was recommend five huge textbooks on marketing, all of which he had already read before. Michael could probably write his own book on how to turn a product into a successful and recognized label. He is very capable of advising companies on how to turn their business into a successful enterprise. His years of experience helping companies find a niche in their specific industry will make him a valuable contributor to any company or industry looking to make it big. It was a pleasure getting to work for him and getting to learn from him.

Dale Woodydy

Market Research Associate
D U N N (2011 to 2012)

Michael Dunn has been an incredible influence and accelerator in both my personal and professional life. Not only was he able to bring me into the professional world of the creative industry, Michael was also able to help me to better understand the field and how to apply our lessons to my life and career.

After many one-on-one meetings, conversations, constructive critiques, insights and growth, I can confidently say that every moment spent with Michael has improved my vision of who I am and who I want to be. He has a great way of supporting and encouraging through his mentoring techniques, but also can help stretch you as an individual and professional.

With a sound mind, strong morals, and precise standards, Michael can help change the way you see yourself, your clients, and your industry. In life there are times we remember and times we forget, time spent with Michael is not only life changing, but simply unforgettable.

Reilly Newman

Design Intern, Trainee, Graphic Designer (2012)

I have known Mike since we were in the 6th grade when we were both attending Morro Bay Elementary. As of late, he has taken the time to teach me more about brand marketing, management consulting, the business of professional persuasion and, finally, the politics of doing business with global brands. In doing so he has given me the opportunity to work beyond my title and limits and the vision and insight into the process of uncovering, closing and managing BIG clients who demand the absolute best. I really enjoy Mike's unique and passionate grasp of business and the people who run them. If you need results, then you need to call Mike and his team.

William Fairbanks

Freelance Market Research Consultant and Retail Strategist (2011)

I believe the best recommendation you can give a person is who you want to work for you if you owned your own company. Michael is one of those people. During his time at Gibson, Michael worked diligently to understand the Gibson brand and the environment of the corporate culture. In a very short time, he developed a strategy of how to move the Gibson brand forward. It was clear, concise and right on target. I am very happy to recommend Michael highly.

Kim Ward

Senior Designer
Gibson Guitar Corp. (2007)

Michael has a keen sense of brand strategy. His experience and insight as to how brands function and what it takes to maintain and build value to the brand is right on target. He completely understands the marketing and brand building process, and values the creative professionals involved and how best to motivate and inspire them to do great work.

Jon Grimson

Director of Marketing, Video Production
Gibson Guitar Corp. (2007)

Michael brings an infectious enthusiasm into the projects he is involved in. A true brand expert, he has the ability to permanently etch a brand in your head. I think the best way to describe his talents is to allow you to witness it for yourself at <http://www.dunnbrand.com>.

Leigh Dante Guarin

Senior Web Designer
Gibson Guitar Corp. (2007)

A good creative director is the person in the room with vision. A great creative director is the person in the room who can effectively articulate that vision, guiding a team of creative partners to create something real and tangible and relevant. Michael Dunn is a great creative director and an excellent creative partner.

Enrico Limcaco

Freelance Designer (2008 – 2010)

While working with Michael, he challenged and inspired me to put out some of my best work. Michael has a great eye for design and what's current. I learned more as an Art Director in one year working with him than I did in my previous five. Michael also has a unique ability to "sell" creative.

Ross Yukawa

Art Director
Astone Advertising and Public Relations (2006)

Michael's extremely fresh and fun ideas were always a pleasure to design from. He was always constructive and reasonable in his critiques. He definitely motivated me to create amazing work. He was easy to work with, encouraging of teamwork, leaving everybody motivated and inspired. Michael's laid-back yet professional attitude and insanely creative mind would be an asset to any company.

Gina Emmert

Senior Designer
Astone Advertising and Public Relations (2006)

Mr. Dunn used his vast experience to re-energize the Creative Department. He was highly skilled at developing unique concepts that weren't only entertaining but that effectively delivered messages to desired target markets. He also served as a mentor by challenging junior staff to expand their perspective and fine tune their concepts and writing.

Bryce Delefosse

Account Manager, Copywriter
Astone Advertising and Public Relations (2006)

Within one week of working at our agency, Michael completely revolutionized the creative department. Every art director and writer was collaborating all of a sudden, thinking outside their usual department bubbles and constantly seeking new inspiration and execution for all things creative. Not only did he breathe new life into the creative team, but also our agency revenue increased significantly and we won several Gold Addys – all of this within his first couple of months at the agency.

Celeste A. Barron

Copywriter

Astone Advertising and Public Relations (2006)

Michael hired me for a project in 2002, collaborating to help a technology company change their public image. I quickly realized how he was able to build a thriving agency from scratch; people truly enjoy working with him. He inspires people to think bigger, and be more creative. I recommend Michael without hesitation.

Tom Neveril

Brand Planning and Research Consultant

Storybrand Consulting (2008)

In working closely with Michael Dunn over the course of many years, I can truly say that he is one of the sharpest advertising and marketing minds out there. As a mentor, not only has he been amazingly insightful and knowledgeable, but uncompromisingly loyal as well. As a peer, I have been awed by his sense of consumer trends, market knowledge and ability to develop and implement cutting edge strategic marketing plans for clients in just about any industry. He is unquestionably one of the brightest, most talented and passionate creative individuals that I have ever had the pleasure to work with and beside.

Kyle Critchfield

Senior Copywriter

415 Advertising, Kaiser Permanente (1998 – 2008)

In working as a copywriter and creative director with Michael Dunn over the past few years I have had the invaluable opportunity to collaborate with and learn from a person whom I consider one of the sharpest, most innovative minds in the business. Michael is able to orchestrate and efficiently manage all aspects of a project, from client relations, strategic planning and production, to my area of expertise, the creative, where he has always been much more than an overseer but rather a truly imaginative and insightful creative partner. Michael is a first-rate creative talent in his own right, and he has the ability to raise everyone involved on a project up to a higher level. Working with him is always a pleasure because I know the project is in the best hands both organizationally and creatively, and that everyone will be proud of the results, especially the client.

Kevin Attell, Ph.D.

Copywriter, Creative Director and Professor of English Literature

UC Berkeley, UC Davis, Johns Hopkins University and Cornell University (1999 – 2002)

The thing I love about Michael is that he really puts his heart into every new project he undertakes. He tackles his work with enthusiasm, professionalism and dedication. He also works very hard to keep originality at the heart of the process, and his clients always benefit from this. I've truly enjoyed working with Michael. He's a refreshing and intelligent presence in any marketing team.

Cathleen Pearson

Vice President, Client Services

Young & Rubicam, 415 Advertising (1999 – 2000)

In the ten years I have known and worked with Michael Dunn, he has shown a unique blend of creative talent and practical implementation. The choices he makes in pursuing a unified marketing vision are among the best I have

seen. He excels in assembling the appropriate creative team, extracting the creative essence of the campaign, and developing effective programs that can be easily managed. He never fails to bring in a fresh idea or a new approach that makes sense, and he always hits his timelines. I make it a regular habit to consult with Mike because his focus never falters. Mike also happens to be a pleasure to work with because he is a consummate professional who maintains his balance with a wonderful sense of humor and an easy going demeanor despite the pace at which our industry operates.

Kurt Lohse

Founder and CEO
Keycode, Nuuvy.com (2007)

Michael is an incredibly talented creative professional. His keen eye and attention to nuance has pushed me as a designer. I am fortunate to work with him and am grateful for the opportunities he has given me.

Mike Murray

Senior Graphic Designer (2006)
Open E Studio, D U N N

Michael is simply one of the most intensely creative and talented people out there. He epitomizes the 'New Style' of brash, visionary, entrepreneurial talent that flourishes in today's chaotic and ever changing cultural and media landscapes.

Michael's creative style is elegant and hip – at once classic and modern – and he knows how to achieve maximum creative effect in a variety of media. Equally accomplished in print, broadcast and web development, his work, moreover, is not solely concentrated on the creative: he is also a successful brand strategist and writer in his own right.

I always look forward to teaming up with Mike on a project.

Ted Holladay

Creative Director, Graphic Designer
FMG Marketing, 415 Advertising, D U N N, HZDG and Studio Holladay (1997 – 2005)

In the course of my work as a marketing strategist advising some of the world's best-known brands in the United States and Europe, I get to meet a lot of smart people. And once in a blue moon, I meet someone that really shakes my tree. Michael Dunn is one of those rare people. The combination of entrepreneurial marketer with a perfectionist ethic and a passion for doing cutting-edge work is one that I have met only once or twice before in a lengthy career. Dunn neither produces nor accepts second-rate material. And his personable manner and keen intelligence make him a delight to work with. I would not hesitate to recommend him and the people he selects to any marketer who wants to make a real difference.

Jonathan Winch

European Brand Consultant (1999 – 2003)

I met Michael Dunn in 1996. I was – and remain – impressed by his vision, imagination and energy. He has the ability to create original and difficult concepts and the courage to execute them, in some of the most demanding and dynamic markets in the world. In my experience, he refuses to accept rote or 'cliché' solutions to marketing / communications challenges. I would, as I always have, support him in any endeavor in which he asks for my help. His leadership in creative areas is powerful and positive. Yes, I am biased. I like this guy and what he represents. I have been freelancing worldwide for many years and I know the right people. Mike is one.

John Joss

Author, Journalist and Corporate Communications Consultant (1997 – 2002)

Michael Dunn was instrumental in transitioning my career from a print production manger to a successful Business Development Executive in the direct marketing industry. His positive attitude, personable qualities, and attention to detail made Michael my mentor as I began a new phase in my career. From the very first time that I met Michael, I realized that he was destined for great success in his vision to create strategies and marketing programs for his many satisfied clients. Over the years, Michael has definitely surpassed his own personal goals with achievements that are truly extraordinary. Michael is an absolute pleasure to do business with, an honest man and a fantastic individual to have as a friend.

Jacques Soriano

Entrepreneur and Direct Marketing Professional (1996 – 2008)

I worked with Michael what seems like ages ago in the nebulous, fickle fashion industry. Given the environment, I was floored by his ability to stay grounded while managing multiple product lines, advertising campaigns and PR efforts of such a large and diverse organization, and of course, always under a time crunch. Under hectic and extremely stressful circumstances, his creativity never wavered and his attention to detail always remained a priority. He always followed through on his commitments, often times at the expense of his personal time away from the office. Although it has been many years since we have worked together, I still value and use the skills that I learned from Michael. The confidence that he instilled was infectious and I am grateful to have had the opportunity to work with someone with such outstanding character. I am proud to call him a friend.

Shannon Freeman

Entrepreneur and Media Personality (1994 – 1997)

I had the privilege of being part of Michael's team at First Manufacturing Co. Michael's discipline of knowledge, creative passion and ability to inspire was infectious. He is a true innovator, always several steps ahead of his colleagues. Working with Michael was not a job, it was an adventure - you never knew what he would bring to the table - you just knew it would be worth it. I highly recommend Michael to anyone looking for a creative genius.

Starla Jackson

First Manufacturing Co. (1994 – 1995)

P e r s o n a l

In the eleven years that I've known Michael, he's been like an older brother to me. Although our business relationship and friendship – and like most – has had its ups and downs, I know that in the end I can always count on him for anything. Even during the times when he hadn't a dime to his name, Michael somehow always found a way to buy me a meal at a first class restaurant or a drink because friendship and loyalty always took precedence over monetary inadequacies. He is also one of those rare individuals who possess a combination of intelligence, street smarts, creativity and humor. He's the kind of guy who could maintain a 4.0 grade point average in college, drink you under the table, compose a piece of poetry using perfect iambic pentameter and give you a roundhouse kick to the head while chatting with the best-looking girl in the room. And he's the only single father I know who – no matter where in the world he is or what he's doing – will drop everything to make sure that he talks to his daughter every single day at least once. During all the tumultuous times I've known him, I've never had any doubt that Michael would be an incredible success in whatever he decided to do. For those people fortunate enough to work with him, hang on.

Todd Cottam

Director, Screenwriter (1991 – 2002)

I often think to myself, 'If I were to describe my father in one word, what would it be?' I could say perseverant, because I have known him my whole life and I've definitely learned that he is not one to give up on anything easily. I could also say intelligent or knowledgeable, but to me that doesn't seem quite right because ever since before I can remember my dad has been telling me that 'imagination is better than knowledge.' When you have a good

imagination, knowledge kind of comes with the package. That's it. It's 'Imaginative'. It's the perfect word to describe my dad. He's always open to new possibilities and using his mind to come up with new and creative ideas. He has the wisdom of an adult in that he knows the right thing to say at the right time and in that he is very successful in what he does. But I believe that my dad has the heart of a child in that he is not afraid to be himself. He isn't embarrassed to show people who he really is. He uses his imagination and his intelligence and knowledge that comes with it to not only to be a successful businessman, but also to tell stories, to teach people, to be my dad. I love you, Daddy.

Kelsey Nicole Dunn

Daughter (written in 2000 when she was 12 years old)

Michael Dunn is a creative director, brand strategist, designer and thinker with over 20 years of experience designing and implementing creative ideas and brand strategies for a diverse roster of American and International clients.

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