

D U N N

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www.dunnbrand.com

People

WHO WE ARE

Pure Talent.

At D U N N, it is all about the talent of the people we collaborate with – the people we trust – which always include the esteemed clients we choose to work for.

Our core staff, world-class team of collaborators, gifted innovative thinkers and incredible partners have been the trusted business advisors, brand counselors and creative minds behind some of the most influential businesses, iconic brands and noteworthy institutions in the world.

Created on the efficiencies of the Hollywood studio production model, at D U N N we staff the specific engagement, not merely our firm. Why? Because we believe that it is not practical or cost-effective to house all of the strategic, creative and design talent a client might need solely under one roof, in a single firm. The greater value for us is in identifying, engaging and *marshalling* the highest quality talent available – no matter where they might be or what they might be currently working on.

It is our people that make it possible for us to achieve superior results for our clients. That is why we choose our team members carefully, take excellent care of them and accept only the most interesting and challenging work that we can find.

Michael Dunn

Managing Partner – Senior Brand Strategist, Chief Creative, Professional Provocateur and Mentor

San Luis Obispo and San Francisco, California. USA

What does it take to lead a world-class ideas boutique and brand consultancy that consistently has its eye on creating breakthrough products, services and inspired brand communications work for clients? It takes vision, courage and most important of all, it takes the ability to inspire. Michael has proven that he has the talent not only to inspire his passionate team of thinkers, doers and creative collaborators, but more importantly, his clients and, ultimately, *their* customers.

A brand-focused management consultant and award-winning creative professional, Michael is committed to providing innovative insights, wise brand counsel and cutting-edge creative ideas to iconic global brands, well known business leaders and policy makers, emerging enterprises and inspired agencies who demand and deserve more from their marketing, communications and creative efforts.

Michael entered the ranks of the professional creative community in 1990 with a diverse resume tailor-made for marketing, design and the creation of ideas; he is as adept at working with colleagues as he is with clients. A passionate mentor, entrepreneur and professional provocateur, Michael has also held executive-level leadership roles across diverse creative industries including entertainment, fashion and advertising. In fact, Michael has worked as a CMO and Chief Creative Officer in the music and entertainment industry, as a Vice President of Marketing and Merchandising in the fashion industry and as the Vice President of Strategy and Account Planning at a national direct marketing firm. With his vast experience, Michael is able to bring a deeply strategic approach to brand development and has led the creation of award-winning campaigns in virtually every medium from broadcast and radio to print, display and interactive. In addition, Michael has proven to be a focused listener and an articulate advocate who

uses his insight and understanding to help business and policy leaders solve their image, marketing and communications issues.

As the founder and Chief Creative Officer of a full-service ideas boutique headquartered in San Francisco, California, he has worked closely with many corporate and policy leaders to drive brand visibility, make persuasive arguments and champion ideas in today's increasingly competitive media landscape. His clients have ranged from Fortune 500 companies to innovative smaller enterprises and have included EMI | Blue Note Records, Fender Musical Instruments Corp, Robert Mondavi, Facebook, Microsoft, Gibson Guitar Corp, Bank of America, First Republic Bank, Wells Fargo, Apple, Levi Strauss, Varian Medical Systems, Disney, and many more.

An acclaimed speaker, business writer and opinionist in the popular press, Michael has been featured in national media outlets from NPR, CNBC and CNN to *Fortune Magazine*, *The San Francisco Chronicle*, *Fast Company* and *The Wall Street Journal* and frequently guest lectures on innovation, creativity and brand practices at a wide range of corporations and universities including USC, University of California, Los Angeles and California Polytechnic State University, San Luis Obispo among others. Audiences have found that Michael's speaking style is challenging and thought-provoking, while always remaining clear, direct and entertaining. His anecdotes are pertinent and his insights are deep; his delivery is thoughtful, and his conclusions are always relevant and useful.

Michael Dunn graduated with honors, earning a Bachelor of Science Degree in Political Science and Communications Studies from the University of California, Los Angeles and studied literature and composition at Cambridge University. He is also currently working on the book *Brains, Beauty and Belief: How Brands Work and Why You Should Care*.

Michael currently lives in both San Francisco and San Luis Obispo, California and is willing to work with inspired, forward-thinking people worldwide at any time, any place and at any pace.

Chris Kahn

Senior Partner – Entertainment and Brand Incubator Partnership Lead, Content Strategist and Storyteller

Los Angeles, California. USA

Chris Kahn is a Senior Partner of D U N N and has helped orchestrate the firm's tremendous growth in the Brand Incubator and Partnership spaces over the past few years. This includes expanding the firm's global presence and enhancing D U N N 's position as a premier brand and marketing management consultancy committed to building great brands and businesses in and around the entertainment, music and beverage industries.

As one of D U N N 's most inspired leaders, Chris oversees the development of the firm's strategy, client relationships, and people in the areas of content strategy, partnership development, and deal structuring. Chris also serves as a strategic advisor and content strategist on certain key client engagements, and has deep expertise in the specialties of entertainment – film, television and theater, as well as with finance, music, and because of his status as a former professional triathlete, in the health & wellness business sectors.

Chris is also a consummate storyteller, strategist, writer, dealmaker, and producer of entertaining content, regardless of media platform – film, video, Podcasts, social media, and more – he uniquely understands the power of story in business and in life. Chris also loves to create dynamic work that moves people and, ultimately, move markets. This is what he does best for all involved. This means that Chris understands context, developing insight, exploring and defining opportunities, setting strategy, creating tangible entertaining content expressions, communicating vision, and helping our clients go to market and succeed.

Chris received his B.A. in Communication Studies along with a B.S. Minor in Physiology from the University of California, Los Angeles in 1984 and as a life-long student and artist he continues to learn, absorb and grow with every project he undertakes. He lives in Beverly Hills with his talented wife KC Kahn with whom he can often be found on grueling bike rides all around California.

Jeff Tolle

Partner – Chief Operating Officer, Investor Relations Lead and Strategic Partnership Management

San Luis Obispo, California. USA

With entrepreneurial zeal, a laser focus on detail, and a demanding work ethic, Jeff Tolle is D U N N' s go-to guy when things must get done right, on time, on specifications, and without problems. Jeff Tolle wears many hats at D U N N: As an Engagement Director, Jeff facilitates defining the innovation strategies and new products and business in environmental, packaged goods, and agriculture categories among others, and as Chief Operating Officer, he is responsible for all aspects of D U N N's operations. Although Jeff is not on the Creative or Design teams, he sees the beauty in the details. We like that about him; our clients love that about him.

As an Engagement Director, Jeff focuses his energies mainly on our 'Brand Incubator' and Licensed Partnerships projects. These projects eventually become 'OUR' brands, in essence, we rely on Jeff to ensure that deadlines are met, legal issues are adhered to and that our financial deals are structured efficiently and effectively, as well as rigorously certifying that all strategic partners are vetted and adhere to our rigid standards of quality. He has recently helped lead our innovation projects generated from our 'brand incubator' where he collaborated with clients such as Fender Musical Instruments Corp, Blue Note Records, Capital Records, EMI and Universal Music Group.

As Chief Operating Officer, Jeff is responsible for all aspects of D U N N' s operations from finance to investor relations, from IT to process definition and product development.

Prior to joining D U N N as a Partner in 2011, Jeff entered the entrepreneurial arena in 1998, providing him with an opportunity to better use his diverse background and formal business education. Once there, he never looked back. Jeff has been involved with a number of start-up organizations, assisting in long-term strategic planning, developing financial projections, and evaluating various investment opportunities. He also provided advisory services for investments and asset protection, as well as operational support for a handful of new ventures, as Managing Partner of SageVest Advisors. Jeff has also worked with PG&E, Seagate Software, SAES Getters Group in the IT arena and has carved out a special niche in the Health, Wellness and Fitness industry. He has also established significant funding relationships in the alternative energy sector.

Additionally, Jeff has assumed numerous leadership roles in volunteer organizations, particularly at his church in San Luis Obispo, CA. He also founded the Quest for Gold Foundation, a non-profit organization providing training services for international, Olympic-caliber athletes. In his dwindling spare time, Jeff teaches cardio/strength-training classes and wishes he had more time for golf.

Jeff earned both his ABM business degree in 1988 and then his MBA in 1992 from California Polytechnic State University, San Luis Obispo.

The diverse team at D U N N comes from various industries with unique personal and professional backgrounds. But it's what we all have in common – talent, insight and a passion for transformative ideas – that sets us apart and makes us different. In all, there are over 150 brilliant people who currently collaborate with D U N N on various levels to create inspired, groundbreaking work for our clients.

Feel free to read a bit about a few of the core and extended team members who make it happen.

Kevin Attell

Creative Collaborator – Academic, Writer and Linguist

San Francisco, California. USA

Kevin has brought a wide range of talents and capabilities to the D U N N team from as far back as the early days of the late 1990s. His experience includes academic, feature, advertising, and technical writing, in all major formats including new media. Some of his past clients and accounts have included VISA, Dreyer's Ice Cream, Robert Mondavi and Gale Publishing among others.

Though a native of San Francisco and a graduate of U.C. Berkeley, he has lived in both England and Italy, and has also worked as an Italian translator. Kevin's familiarity with a variety of writing environments — from the academic and international to the popular and contemporary — adds another versatile element to D U N N 's creative team.

Kevin is currently working as a Professor of English Literature and Film Studies at Cornell University. He was awarded his Ph.D. from U. C. Berkeley and was also a Mellon Fellow at Johns Hopkins University before coming to Cornell. He is currently working on two academically focused books, one on the encyclopedic novel in the twentieth century, the other on the relations between work by the Italian philosopher Giorgio Agamben and the French philosopher Jacques Derrida. Kevin has also translated two of Agamben's books and several essays.

Travis Babcock

Creative – Film Director, Editor and Producer

Salt Lake City, Utah. USA

With a BA in Film and an award-winning background in broadcast television, Travis has an accomplished track record as a director and producer with more than 12 years of professional experience producing international documentaries, national children's television, travel programming, reality TV and corporate imaging that the clients at D U N N continually benefit from.

Early in his career, Travis earned his stripes operating camera, editing and producing DVDs for hundreds of national companies and live televised events. Throughout his career he has continued to achieve, winning many awards for directing, editing, and camera including the 2000 and 2001 National Videographer's Award "Best of Show", 2003 Aurora Award, Utah Best of State Award 2006 for his roll as the Producer of the hit PBS kids TV series Signing Time!—which was also nominated for a 2008 Daytime Emmy Award. In addition, he has won Telly Awards in 2003, 2004, 2005, 2006 and eight awards in 2007. Even more noteworthy was the 2007 CINE Golden Eagle award for his role as director of Acts of God, a four-part, half-hour documentary series on humanitarian aid. In 2007, he was honored by his selection to act as a regional judge for the television Emmy awards and was later selected to join the Telly Awards Silver Council judging panel.

Most recently Travis has been working on several episodes of the hit series Modern Marvels on the History Channel, produced dramatic team segments for the Fox Sports presentation of the 2009 Sugar Bowl, and worked on the Sundance Channel's 2009 Sundance Film Festival coverage.

A partial list of some of Travis' client work includes Albertsons Grocery Stores, Sundance Channel, US Ski Team, 2002 Winter Olympic & Paralympic Games, Entertainment Tonight, Dr. Phil, Extra, Inside Edition, The Insider, Pepsi, Foundation For A Better Life, TLC, A & E Indie Films, Dreamworks, Rotozip USA, Zions Bank, Nordic Track Fitness, 66 Degrees North, Subway, USANA Health Sciences, UPS, MCI, Pfizer, Motorola, Microsoft, NBA Entertainment,

Symantec, VeriSign, Siemens, Chevron, Lafarge North America, Univision (Spanish TV), Xango, Sungard Higher Education, Signing Time!, Nature Valley Granola, Synopsys, Women's Entertainment Network, LANDesk, GM, XTERRA TV, RYKÄ, Alisco, Asylum Entertainment, Sony Pictures Home Entertainment, History Channel and McCann Erickson Worldwide.

Travis never stops conjuring new ideas, new camera angles and new editing techniques that strive to move our film and video work from merely great to absolutely brilliant. "I'm constantly looking for the little things that nobody else has done yet."

Ellen Mallernee Barnes

Creative – Writer, Editor and Blogger

Nashville, Tennessee. USA

Growing up in a music hotbed such as Nashville, Tennessee, it only made sense that Ellen Mallernee Barnes was going to make music a big part of her life...even if she only planned to write about it. A Volunteer through and through, Ellen earned her Creative Writing degree from the University of Tennessee in 2004 before beginning the task of honing her craft as a writer, breaking in as a reporter at the alternative weekly *Metro Pulse*. It wasn't long before Ellen was named Music Editor at the *Pulse* and that earned her some remarkable recognition that would take her back home. A rising star that was growing too bright for her old college town, Ellen was lured back to Nashville where she eventually landed a job working as an editor for Gibson Guitar's website. There she would quickly rise to Editorial Director, exploring and promoting all the things that make the guitar industry more than just a function of the musical process, but part of a lifestyle that would draw hundreds of thousands of on-line viewers to Gibson's website every day. After several years working on Gibson's multimedia web magazine, she went in search of a new way to challenge herself and develop her unique voice as a freelance writer and blogger, but always with an eye on home and the musical environment in which she has always lived.

Celeste A. Barron

Creative – Writer, Editor, Blogger, Social Media Expert and Producer

San Francisco, California. USA

Celeste A. Barron is a dynamic writer, Blogger, editor and producer with a fresh, hip writing style, a sharp sense of strategy and a real commitment to meeting and exceeding client needs and desires. Those are the kind of attributes that pay off — for clients, agencies and wordsmiths, like Celeste.

Along with handling creative, social media and writing duties, Celeste has also proven that she excels at conceiving, messaging and developing spot on creative strategy. She is a classic example of the kind multi-talented professional that D U N N strives to have on the team. And when not busy writing for clients, Celeste has found the time and energy to develop and write several Blogs on media, entertainment and pop culture as well as publish many of her emotionally riveting poems.

Celeste comes to D U N N after spending nearly 10 years working at several up and coming boutique advertising and PR agencies where she was instrumental in collaborating with client teams, creative conceiving, directing, producing and, of course, copywriting. She has also handled some strategic consulting and operational duties as well as delivering inspired writing and creative work for clients like TMSC North America, Armanino McKenna, Harris Ranch Beef Company, Northern California Golf Association, Wendy's Restaurants, Wathen-Castanos and many more.

She is also an award-winning poet and essayist who earned her Bachelor of Arts Degree in English Literature from California State University, Fresno. When she is away from work, Celeste can be found enjoying fine cuisine, watching amazing films and exploring exciting boutique shopping experiences in some of California's most spectacular coastal cities and beach towns.

Ed Bogas

Creative – Composer, Musician, Radio Producer and sometimes Copywriter

San Francisco, California. USA

Record industry, motion picture and commercial clients continue to turn to D U N N and the talents of Ed Bogas for original music – written, arranged, produced and customized quickly to meet their creative challenges and needs.

A Grammy-nominated composer, Ed has scored hundreds of animated television shows, series and films featuring such illustrious characters as Fritz the Cat, Charlie Brown, Garfield and Betty Boop. He has also created stunning custom branded music and award-winning radio campaigns for clients like Macy's, Harris Ranch Beef Company, Tully's Coffee, Chevy's Restaurants, US Weekly, Contra Costa Clean Water Program, First Republic Bank, Pepsi, eBay and many others.

Ed continues to work to score award-winning films and create dynamic radio campaigns and Podcasts for some of the most coveted clients in the business. In addition to his expertise in the world of music for animation and commercials, Ed also produces CDs for both entertainment and educational purposes.

In his previous life in academics, Ed attended Stanford University where he was working on his Ph.D. in Mathematics.

Arthur T. Dyson

Creative – Architect AIA, IAA, CID, FARA, ALA, NCARB

Fresno, California. USA

At D U N N, we understand much better than most brand marketing and design firms that art, architecture and product design all tend to project a brand's personality more effectively than mere words and a well-designed logo. This is why Arthur Dyson has become a key member of the D U N N team for very select clients.

World famous, award-winning architect and native Californian, Arthur Dyson is the first to tell you that great design in architecture is never simply about the building itself. It's about how people connect to the building and their experiences within it. This, of course, can have a significant impact on one's bottom line. The design of one's building, the interiors and the facilities that a business inhabits is quite often intimately fused with the overall brand image of the company.

According to Arthur, "Creative architecture focuses on a basic fact of life: change. This approach to design faces head on the reality that every part of human experience arises within a perpetual cascade of natural energies whose powers and workings are the very shape of our existence. Such a method is not an abstraction withdrawn from the pressures of daily activity, as are some traditional architectural theories, but an immersion in the flow of events."

For over four decades, Arthur Dyson has helped many clients blend the psychological and tangible components of design to empower their buildings to give a greater sense of satisfaction to all those who use them. He gained this critical insight, in part, while serving his architectural apprenticeships working under Frank Lloyd Wright, Bruce Goff and William Gary Purcell. Dyson's expertise crosses a myriad of platforms including both private and multi-family residences, office complexes, civic buildings, medical and educational institutions, religious centers and hospitality venues. His ability to incorporate a client's immediate needs while anticipating future change and additional possibilities allows his designs to grow and change with the life of a project.

Arthur Dyson has won over 40 design awards in the last five years alone. In 1993 he was awarded the Gold Medal by the Society of American Registered Architects, the highest honor the society can bestow on a living architect. He has lectured at over 40 major universities, and his work has been exhibited at more than 50 art museums and institutions around the world, including the Royal Institute of British Architects Museum in England. In 1994 he was presented proclamations from the California state senate, the Governor of the state of California, the United States Senate and House of Representatives, and from President Bill Clinton.

Arthur Dyson's work with D U N N reflects an enduring commitment to sustainability and the belief that design is one of the most powerful strategic tools for securing a lasting competitive advantage.

David Fetherstonhaugh

Strategy – Behavioral Economist and Research Methodologist

San Francisco, California. USA

Both a thinker and a doer, David has the uncommon versatility and vision that allows him to collaborate with the world's top minds, organizations and institutions to help them turn theory into action, understanding into change and possibilities into profitable outcomes.

David Fetherstonhaugh's work at D U N N focuses on building innovative bridges from academic theory to business execution by mainstreaming insights from behavioral economics and psychology that have until recently largely remained buried in academic journals. David maintains great passion for revealing the opportunities that may emerge by embedding these insights within emerging technologies to enrich all of our social and commercial lives.

A dynamic quantitative and qualitative market researcher and choice architect, David Fetherstonhaugh holds a Ph.D. in Cognitive Psychology and Behavioral Economics and a M.S. in Statistics from Stanford University. He helps organizations apply key insights - applying academic rigor and real-world marketing acumen to influence decisions and behavior for dramatic change. David's work has spanned many industries, business segments and demographics within opinion science, finance, law, health, online consumer behavior, sustainability, energy conservation, and many others.

David truly understands how groups and individuals make decisions. He applies this understanding to help our clients transform their business, build their brands and get more out of their investments, their processes and their people. He also has the uncanny ability to uncover valuable truths; human truths that can help top business and policy leaders achieve extraordinary outcomes and affect positive change. Prior to his distinguished work at D U N N as a brand-focused strategy consultant and researcher, David was *the* Behavioral Economist at IDEO, the Founder and Director of Operations at Featherstone Partners, a senior manager of custom research at Knowledge Networks and the CEO of Kogora.

Additionally, David has worked and collaborated with Nobel prize-winning economists and business leaders on topics as diverse as value, trust, persuasion, risk perception and retirement savings. His work on war refugee policy has been published in leading economic and psychological journals and academically oriented books. These may not sound like typical questions for a market research professional to ask. But David is not a typical consultant. The recipient of numerous research awards and grants, David was granted the prestigious National Science Foundation Graduate Fellowship, which makes him a much-heralded scholar who studies what moves and motivates people.

Jon Grimson

Creative – Director, Producer, Editor and New Media Pro

Nashville, Tennessee. USA

Jon is a consummate filmmaker, producer, director and videographer who knows how to wield the power of storytelling, music and film to not only inform, but also to entertain – and ultimately to build brands and move markets for our clients.

To Jon, digital, isn't merely a technical term that designates media or medium. He knows it's the defining term for the era of engagement marketing. In this way, Jon Grimson strives to create visually grounded disruptive communication strategies and assets designed for this era. He works to stimulate and navigate the machines and minds of 21st century consumers by creating work that speaks through the most effective portal, device, page, wall, animal, mineral, or vegetable available and relevant to a brand's message.

Prior to D U N N, Jon worked in Marketing and Promotion in Progressive Music at Warner / Reprise Records, created and trademarked "Americana" as a music and format brand, developed and produced the syndicated radio program "This Week in Americana", and achieved tremendous success in the music instrument business as the Director of Marketing at Gibson Guitar Corp where he created, built and managed the video department and supervised projects across the entire brand family at Gibson including Epiphone, Baldwin, Wurlitzer, Maestro, Gibson and many others. Because of his deep experience and passion for perfection, Jon has valuable experience in managing various relationships throughout the creative process between all stakeholders – clients, talent, management, creative, production and technical staff – that ensures that projects get completed on time and within budget every time.

Jon also takes a strategic marketing conceptual approach when developing film, video and audio assets that help to optimize the message, build the brand and nail the content objectives of a project or campaign in an engaging, entertaining and informative style that people love to watch.

When not traveling across the United States and abroad working on remarkable projects, Jon lives in Nashville, Tennessee with his lovely family. He also attended the Rochester Institute of Technology where he attained his Degree in Graphic Arts with honors.

At the end of the day, Jon just wants to "keep on rockin' and rollin' and makin' better films."

L. Dante Guarin

Creative – Art Director, Designer, Illustrator and Photographer

Nashville, Tennessee. USA

Designer, photographer and professional creative, Leigh Dante Guarin has done amazing work for such esteemed clients as Gibson Guitars, Baldwin Pianos, Epiphone, MusicCityNetworks, The State of Tennessee's Department of Economic and Community Development, Paul C. Buff and Environment Canada among others. From flip flop wearing start-ups to the uber-corporate suit and tie wearing crowd, Leigh has done inspired work that cuts through the clutter and gets noticed.

He's come a long way since designing party flyers for DJs in his hometown of Toronto, Canada while he was attending high school and dreaming of something bigger. Now with more than 14 years of experience designing for the web, art directing and creating brand communications, Leigh has a consummate understanding of the critical role that design ultimately plays in business success. An avid photographer, a DJ, an ex-graffiti artist and a music aficionado, L. Dante stays immersed in popular culture and is endlessly intrigued by what moves and inspires people to act. And he still dreams of bigger and better things to come for himself, his family and his clients.

Anthony Halderman

Creative – Editor, Writer and Academic

San Luis Obispo, California. USA

Anthony Halderman has been editing, writing, authoring and collaborating on a vast array of projects with the D U N N team since 2002. Since earning both a Bachelor of Arts and a Master of Arts Degree in English, Anthony has published academic articles, scholastic pieces, press releases, and has designed and edited many website pages and online projects for our clients. Anthony is a life-long student and a college instructor. His teaching career started in 1992 and it has afforded him many opportunities to work with different publishers on different genres and various styles of writing.

Halderman's comprehensive understanding of composition theory, linguistics, grammar, classic and contemporary literature, technical communication, and English pedagogy, has complimented his client engagement work with us.. As a verbal brand specialist for D U N N, Halderman has worked on a variety of projects including Beyond Gourmet, IDT, Rambus, Guayaki Sustainable Rainforest Products, Robert Mondavi and Wild Horse Winery among others.

Although a native to California, Halderman has traveled to several countries and lived abroad for just under four years. His traveling experience and contacts in such countries as England, Hong Kong, Japan, Australia, Spain, Portugal, and Canada have afforded him a unique insight into a variety of creative and cultural environments.

Benjamin Ho

Strategy – Consulting Practice Lead, Marketing Professional and Collaborator

Los Angeles, California. USA

As one of D U N N 's key strategy leaders and Head of the Consulting Practice, Ben Ho draws on his 15 years of experience in the growth of powerhouse brands, businesses and products, with a global perspective of having worked with teams across Asia-Pacific, Europe and North America, and a skill set fusing creative abandon and strategic discipline.

Ben Ho has built and executed strategic and operational plans across numerous types of organizations and a vast breadth of industries and often under the most demanding of conditions. When you want something done – done on time and within budget, done with integrity and excellence – then you need Ben on the team. Moreover, he has built strategic organizations, which have encompassed vital elements like vision, strategic intent, culture, organizational structures, team building, management decision-making systems, as well as growth, succession and contingency planning. Ben never merely gives you a single fish to get by in the near term, but partners with your top executives so that you learn to fish and thrive indefinitely.

Ben Ho has spent the last 15 years of his career developing winning approaches, strategies and tactics toward successfully leading a business. He cut his teeth by mastering academics at top academic programs and then working at some of the premiere training grounds like Deloitte Consulting and Nestle USA. And while he flew all across the United States consulting for Fortune 500 companies like Kaiser Permanente, McKesson, CIGNA and PacBell, and managing the third most profitable brand for a \$60 billion dollar global food company, Ben also had the entrepreneurial spirit to venture from those traditional paths for the lush pastures of a hi-tech startup. During the boom days of the Internet, Ben was head of global marketing for oCen Communications, which was a pioneer in voice over Internet protocol services. Before people even knew what Skype and VoIP was, Ben and his team were making it happen in exotic countries like China, Japan and Korea.

After oCen, Ben had a distinguished career at Sprint Nextel Corporation, the number three U.S.-based wireless carrier, where he led product marketing and product strategy for all next generation data products which eventually resulted in the launch of the first 4G wireless broadband network in the U.S. He later assisted with the merger between Sprint and Nextel that would form a new organization with over 60,000 employees and \$30 billion dollars in revenue. Ben was hand selected to be the chief of staff for Sprint's President of Strategic Planning and Corporate Development.

Over the years, Ben has been quoted in such esteemed publications as The Wall Street Journal, The Los Angeles Times, CNET and Wireless Week and spoken at numerous conferences including lead panelist roles at JavaOne and the keynote speaker for JavaOne Japan.

Ben graduated with a Bachelor of Science Degree in Economics from the University of California, Los Angeles, then immediately proceeded to business school where he received his MBA from the University of Chicago, Graduate School of Business. A firm believer in continuous improvement, Ben has kept his analytical skills sharp by attending numerous executive level seminars throughout the years and even earned his executive business certificate from Stanford University's Graduate School of Business.

When not working or spending time with family and friends, Ben is an avid adventure traveler and a life long martial arts enthusiast with nearly 25 years of experience across a number of systems, including Tae Kwon Do, Kung Fu, Tai Chi, Krav Maga, Brazilian Jiu Jitsu and Bikram Yoga.

Ted Holladay

Creative – Art Director, Designer and Photographer

Santa Cruz, California. USA

Award-winning art director, designer and photographer, Ted Holladay – one of D U N N 's original team members and creative partners – works to deliver cutting-edge creative, visual communications and brand strategies to companies, agencies and individuals who desire revolutionary thinking and design that promise to change the way that they do business, forever.

At D U N N he has been involved in a wide variety of remarkable projects over the years with many of our San Francisco, Los Angeles and Silicon Valley based clients. From creating brand identities, advertising campaigns, interactive experiences, motion graphics and stunning photographic images in the food and beverage and hospitality industries to working with technology stalwarts to major players in the financial services sector, Ted consistently has hit the mark creatively. Regardless of the client that he collaborates with, Ted is always passionate to discover how design thinking can be used to deliver business value and how a user-centered perspective can make customer experiences more engaging, rewarding and profitable for everyone involved.

Holladay's prestigious portfolio spans nearly 25 years of work as a graphic designer, an art director, a creative director and a photographer for award-winning design and advertising agencies on both coasts as well as a creative director for McGraw-Hill's subsidiary CTB just prior to his founding of StudioHolladay. Ted strives to work with clients who have the ambition to be the best, the courage to face difficult obstacles and the imagination to rewrite the rulebook. Whether creating logos, products or high-tech environments to print, websites and wine labels, Ted knows how to create brilliant and attractive work that achieves astounding results for amazing clients that have included AT&T, BattleBots, Specialized Bicycles, Plantronics, Brøderbund Software, Lucent, Marriott Hotels, Microsoft, NASA, Rambus, Robert Mondavi, Saks Fifth Avenue, Tessera Technologies, Wells Fargo and many, many others.

"It's part of my job to uncover and tell compelling visual stories about who our clients are, what makes them unique and what they stand for," according to Ted.

Kip Jensen

Strategy – Brand Strategist, Market Researcher and Writer

New York, New York. USA

Kip's approach to strategy is based on one simple belief: that the most effective business ideas are those that make people feel something – ideas that 'move people' and inspire them to want to join in a brand's bigger purpose.

It is this philosophy that attracted him to join the D U N N team. Since joining the firm, Kip and our team of brand strategists and planners have helped craft relevant brand and communications strategies for clients as diverse as wine and spirits, technology, real estate, entertainment, retail and financial services.

While many strategists and planners focus only on consumer insights gained through surveys and focus groups, Kip practices a more holistic approach, incorporating social science acumen, ethnographic research, behavioral economics knowledge, business insights and channel understanding into the mix as well. At D U N N, the professionals he leads works on engagements in brand and creative strategy, digital and business strategy and investor relations (and for some clients, all of the above). Under Kip's guidance and enthusiasm the growing strategy team at D U N N aims to become the best, most innovative and diverse in the business.

Kip has organized, directed and advised on hundreds of projects and client engagements, and has seen dozens of successful market launches throughout his career. He began his career working in the fashion industry, and later transitioned into the advertising business where he led strategy groups at large and small traditional agencies, a digital agency and on the client side. Over the years he has worked on brands ranging from AT&T to Starbucks, Robert Mondavi to Red Bull and many, many others.

Kip Jensen has worked and lived on both Coasts of the United States and in Europe, and completed his Bachelor of Science Degree in Economics from the University of California, Los Angeles. He currently lives in New York City on Manhattan's Upper West Side when he is not working with the D U N N team in California.

Donna Jones

Finance – Director of Finance

San Luis Obispo, California. USA

Donna Jones is a Santa Barbara County, California native and a graduate of California Polytechnic State University, San Luis Obispo. She has worked in finance and business management since she graduated college in 1988. She has worked in the arts, hospitality, manufacturing, distribution, start-ups and big business before moving on to work in consulting, advertising, strategic communications and design here at D U N N, fulfilling her dream of dressing as

fabulous as she feels when at work.

She had spent nearly six years as the Director of Finance of The Graduate Restaurants, where she was responsible for the finances of three restaurants and the owner's four additional commercial properties. Prior to that, Donna worked diligently and passionately as the Executive Director of San Luis Obispo Little Theater, one of the longest continuously running community theaters in the nation.

While Donna is skilled at handling the details of finance, banking, accounting and more, she is the kindest, most earnest, one of most honest people that we know, and wonderful cross between Mother Teresa and Mary Tyler Moore. Regardless, we know that we could not survive and thrive without her.

When she is not juggling numbers and accounts, she is either running, performing, working with fashion or enjoying quiet moments on the stunning Central Coast.

Rachel Kaseroff

Strategy – Public Relations Consultant

San Francisco, California. USA

Rachel Kaseroff is a seasoned public relations professional, with more than 14 years of agency and in-house corporate experience spanning various markets, including consumer technology (both hardware and software) as well as enterprise and business-to-business technology.

Rachel's agency experience includes work with Access Communications, where she led the public relations and corporate communications efforts for the Amdocs and Trend Micro accounts. Prior to Access, she served as vice president at Zeno Group, managing the public relations programs for several divisions of the Oracle business, including the Oracle Partner Network (OPN) and the company's small and mid-sized business (SMB) efforts. Prior to Zeno Group, Rachel was an account manager for Merritt Group, where she designed and executed strategic communications plans for the agency's key IT security clients including Qualys, Secure Computing and Sigaba, helping to drive thought and industry leadership in the increasingly competitive Internet security market.

Prior to joining Merritt Group, Rachel served as an account supervisor at Porter Novelli, spearheading all PR initiatives for the HP small and mid-sized business (SMB) account. Her previous experience also includes delivering high-caliber results for technology leaders, including PeopleSoft, Micron Technology, Seiko Instruments, Sony, and Toshiba America Electronic Components, where she frequently placed her clients in publications such as the *Associated Press*, *Reuters* and *USA Today*, to name a few.

Rachel's tenacity and ability to deliver results has also been acknowledged by the Public Relations Society of America (PRSA), which presented her with both an Award of Excellence, as well as a coveted PROTOS award as industry recognition for her creative and wildly successful PR campaigns.

Rachel holds a Bachelor of Arts degree from the University of California, Irvine with a major in English and an emphasis in writing.

Chris Leschinsky

Creative – Photographer

San Luis Obispo, California. USA

A picture may be worth a thousand words to many, but it should take far fewer words to elucidate the image that moves minds and captures hearts. Evocative. Influential. Honest. Chris Leschinsky has lived his life using his lens the way Jack Kerouac used his Underwood typewriter, detailing compelling stories, one image at a time, in a way that can only be told in his own unique style and fashion.

Born in San Francisco and raised in Northern California's Sonoma wine country where he played baseball religiously and surfed often, Chris learned the lessons of life as art, not through instruction, but rather through the immersion that can only be gained by coming of age in an environment where life *is* art.

After graduating with a degree in Photography from California Polytechnic State University, San Luis Obispo, Chris made his way back to San Francisco where he honed his craft under the creative mastery of David Martinez. After his time working and collaborating with Martinez, Chris migrated south, opening his own studio back in San Luis Obispo where he graduated from college years before.

While San Luis Obispo may be considered by many to be tucked away on the beautiful Central Coast of California, halfway between San Francisco and Los Angeles, Chris and his sublime talents have been anything but hidden away and merely confined to San Luis Obispo. His editorial and commercial work has captured the interest of both regional and national clients such as Apple, Wellpoint, 24 Hour Fitness, Citizens of Humanity Jeans as well as many of the leading publications that focus on the food and wine business like Sunset Magazine, The Wine Spectator and many, many more.

His camera may well be his muse, but Chris' inspiration comes from his heart and home where he finds the comfort of his lovely wife, Nina and his favorite photographic subjects – his sons Rio and Aksel.

Layne Lev

Creative – Interactive Designer and Project Manager

Fresno, California. USA

Layne brings nearly 14 years of experience in the graphic arts industry to D U N N 's clientele and the team at Hundred10 Design LLC. In 1997, he moved to the Bay Area to work as an Account Manager for Bowne in Palo Alto, California. While there, he managed large media projects for Fortune 500 clients including Apple, Bank of America and Peoplesoft. Collaborating and working with CEOs, attorneys and production teams, Layne coordinated the production of time-sensitive materials used by investors and analysts worldwide, as well as overseeing its submission to the SEC for approval. Layne also served as a technical trainer within Bowne at sites in the United States and Canada.

In 2001, Layne moved to Fresno, California where he served as the Creative Director for HiS Magazine for three years prior to the formation of Hundred10.

Layne holds a Bachelor of Science in Graphic Communication from California Polytechnic University, San Luis Obispo. He has received 3 Addy Awards and the Larry H. Early Viewer's Choice Award from the Fresno Advertising Federation and is the Fresno Design Alliance's reigning Iron Designer champion.

Enrico Limcaco

Creative – Designer, Illustrator and sometimes Copywriter

San Francisco, California. USA

With well over ten years of experience working as a designer in the ad industry, Enrico has created award-winning visual communications for such clients as diverse as Pelco, Citrix, Torani and America Online.

Considered a quadruple-threat, Enrico illustrates, designs, sketches and even writes with the gravitas of a seasoned copywriter with an edge. He doesn't just work for his clients, he works *with* them – a devoted partner and collaborator – eager to tell their stories in compelling, relevant ways. Whether it's for retail, industrial, public information or luxury consumer goods, Enrico approaches each project with the intent to first capture the viewer's attention, make them think, then make them act.

A working / learning designer, Enrico is a believer in a lifetime of continuing education. He earned his Bachelor of Arts in graphic design from California State University, Fresno in 2002, and is currently pursuing an MFA degree in graphic design at the esteemed Academy of Art University in San Francisco. He's received awards from the American Advertising Federation and is a recipient of the GDUSA American In-house Graphic Design Award.

Enrico lives, explores and writes from his apartment in Oakland, California.

Patti Lloyd

Strategy – Internet Marketing Strategist and SEO Expert

Half Moon Bay, California and Minneapolis, Minnesota. USA

PJ Lloyd is one of those rare individuals to discover the essential formula for reaching the top of her field – a powerful combination of marketing acumen, media savvy and a remarkable facility with new technologies that connect people with the brands they covet. Her current abiding passion is creating and then building Internet marketing strategies around the latest technology trends that get measurable results for her clients.

When it comes to Search Engine Optimization, social media strategies, paid search, affiliate marketing, email marketing, online lead generation and online brand development, Lloyd is the go-to expert, collaborating with users, clients, partners and IT professionals to create and implement strategies that keep client's audiences excited and engaged. According to PJ, "Right now I pretty much live, breath and eat search engine optimization (SEO). Enough Said!"

PJ has spent her diverse and eclectic career in marketing working tirelessly across a broad range of industries in crucial positions from planning and buying media at Young & Rubicam for their top-tier clients, to merchandising and marketing in the cut-throat, fast-paced world of fashion to overseeing sales and marketing in the publishing and broadcast domain, to finally settling in with the D U N N team where she focuses all of her passion, knowledge and efforts on mastering the next generation of search engine marketing. While she may initially seem merely like a geeky tech programmer at work to some who don't know her very well, the Augsburg College graduate, who also completed studies in International business at the American University of Paris and the Schiller International University in London, thinks differently. "Writing and analyzing a piece of code," she says, "is like crafting a piece of functional art in my mind."

When she is not helping clients develop stronger customer relationships and achieve higher profits through the implementation of effective digital technology, she splits her time between her homes in Minneapolis, Minnesota and Half Moon Bay, California with her family and her beloved dog, "Moose."

Peter Markatos

Creative – Art Director, Designer and Producer

San Francisco, California. USA

Since 2000, Peter Makatos has engaged in a wide variety of interactive and brand identity work for many esteemed clients across a diverse range of industries. He has created work for high-profile companies such as The Gap (Sound of Color), Discovery Channel (Planet Earth) and Facebook (initial wordmark), by providing design expertise in a variety of disciplines. His foray into the design world began in earnest when he created interactive-based tutorials for the acclaimed television show CBS Marketwatch. Since then he has worked with some of the best and brightest in business including those at Nokia, Discovery Channel, Blackboard, Banana Republic and Old Navy.

In July of 2006, he joined forces with Tyler Moore and co-founded Markatos | Moore in San Francisco, California. He originally hails from Kansas, where he graduated from Kansas University with a degree in Religious Psychology.

Now Peter spends his free time as a visual artist, music collector, yoga practitioner and discovering as many ways as possible to craft delicious culinary dishes as is possible using pork.

John Milly

Creative – Interactive Art Director, Designer and Producer

Fresno, California. USA

With over 15 years of design work specializing in web design, interactive products, online services and corporate identity systems, John brings not only extensive and varied experience to the table for the D U N N team and our clients. He also has the benefit and experience of having worked with some of the most esteemed design firms in San Francisco, Silicon Valley and New York City.

Prior to contributing to the success of D U N N 's interactive and web development work and the founding Hundred10 Design LLC, John was a Sr. Designer with Liquid Agency in San Jose, California, and before moving to California, John held the position of Art Director with Weschler, Ross & Partners and Tribal DDB Worldwide in New York City. John also held the position of Design Associate at Wang Hunter Design in San Francisco and Senior Designer at 1185 Design in Palo Alto, California.

John holds a Bachelor of Arts Degree in Graphic Design from California State University, Fresno. He has also garnered many awards and much recognition for his work, including being recognized in STEP Magazine's "Best of the Web" in 2007 for his amazing work on the Foundry III website.

Tyler Moore

Creative – Art Director, Designer and Producer

San Francisco, California. USA

Since studying the art of design at the prestigious Academy of Art and Design in Utrecht, The Netherlands, where he earned a degree in Graphic Arts, Tyler has made an incredible mark on the world of design. After a brief stint working as a senior designer with the San Francisco based Interactive firm Thunk Design, he courageously decided to embark on his own endeavor by starting RTMOOREDESIGN. Four years and many amazing projects later, Tyler joined forces with fellow Midwesterner, Peter Markatos, to launch Markatos | Moore where he has been instrumental in creating work for such esteemed clients as The Gap, AOL, Vonage, Bacardi, Discovery Channel, Microsoft, Banana Republic and many more.

Tyler's dedication to quality design and attention to detail are legendary. If he works on it, it will be exceptional. Period.

Of course, when he is not crafting head-turning design, Tyler enjoys skiing, cycling, music, family and eating good food with good friends.

Mike Murray

Creative – Designer, Illustrator, Fine Artist and Musician

Los Angeles, California. USA

Mike Murray's professional background includes design engagements with such internationally esteemed clients as ESPN, Walt Disney Imagineering, Arbor Snowboards, Coca Cola, TVG Network, Vans Shoes, Saxon Motorcycles and Von Dutch Apparel.

Mike is one of the few people in the advertising and graphic design fields who have successfully blended art and commerce for everyone involved. A fine artist, musician, composer and songwriter, snowboarder and the constant seeker of ultimate truth, Mike exemplifies the enlightened intelligence and artist soul of the D U N N team.

Mike Murray sees design as more than a job and even more than an art. It is for him an integral and vital part of life. He believes that any and every moment – from the traffic jam to a view of the beach on a flight home – might prove to be an inspiration for great work. When faced with the frequent "do or die" situations of commercial design, Mike takes his cue from St. Augustine's description of the man who does not complain under pressure but who rather thrives on it, knowing that the friction polishes him, refines him and makes him noble. It certainly must work, because even under the strictest deadlines, Mike's work is always polished, refined and noble.

Before joining the D U N N team, Mike studied fine art at California State University, Long Beach and in 1995 he co-founded a successful action sports-centric graphic design studio. Mike currently lives, loves and surfs in Southern California with his wife and daughter.

Surf on, Mike.

Tom Neveril

Strategy – Account Planner, Market Researcher, Storyteller and Facilitator

Los Angeles, California. USA

Tom Neveril is the president of Storybrand Consulting, a market intelligence firm in Santa Monica, California and an esteemed partner of D U N N. His clients have included Hilton, Volkswagen, Amgen, Farmer's Insurance and Nestle among many others. Previously, he was an Account Planner at DDB Worldwide in Los Angeles.

Tom's experience as a storytelling advocate, brand strategist and market researcher has led to numerous insights about consumerism, communication and most importantly, human nature. Through his valuable work on global accounts, these insights have often been uncovered in decidedly unglamorous places: helping mothers schlep their kids off to soccer practice, observing young immigrants wire money home and hanging out with snowbirds at RV campsites (to name just a few).

He also has significant experience in business-to-business level strategic development, gathering pearls of wisdom from key industry constituents at every level, from wholesale delivery people to design engineers to chief executives at partner companies.

His pursuit of the analytical and creative field of brand and account planning began in 1994, landing at D'Arcy Masius Benton & Bowles. Over the next several years, he was engaged in planning for Blue Cross of California, MoneyGram, The Australian Tourism Commission, General Motors Corporate, Baskin-Robbins and then, on a global scale, with Gateway. Later, Tom moved on to Rubin Postaer & Associates, where he refined his skills and contributed to the sales growth of Honda automobiles in North America. Beginning in 2000, he worked in account planning and strategic development with DDB, Los Angeles. While there he worked on various technology and web-related accounts, while leading account planning for Epson, and collaborated to build their printing and peripherals brand into new imaging product arenas. In late 2001, he began working with Michael Dunn as a brand strategist and researcher on categories including semiconductors, skin care, banking, finance, home furnishings and energy.

Tom employs the tenants of applied storytelling to help the clients at D U N N to move their markets, audiences, people and brands.

Tom's articles and letters have appeared in publications including *Quirk's Marketing Research Review*, *Advertising Age* and *ADWEEK*.

Tom earned his BS in Marketing from the University of Illinois, Urbana-Champaign.

Cathy Pantaleo

Strategy – Project Manager and 'Wrangler-In-Chief'

San Ramon, California. USA

It's the small details that matter most to Cathy. She doesn't miss anything – which is important since she is responsible for overseeing many successful project outcomes at D U N N and thrives on the intense collaboration that is a natural part of our vibrant culture.

Left brain, right brain, at D U N N Cathy Pantaleo is often the force that keeps all of the moving parts moving in the right direction. Cathy is dedicated to a project management style that allows our strategy and creative team members to do their absolute best work, resulting in our clients' expectations not only being met but also often dramatically exceeded. Moreover, she also excels at building lasting, trusted relationships – with all of our internal team members, collaborators, vendors and clients. In this regard, Cathy is one of D U N N 's principal 'wranglers' ensuring that schedules are kept, communication is clear and budgets are met.

Prior to working with D U N N, Cathy held account services and project management positions at two Bay Area advertising agencies where she managed the work output for many high-tech clients like National Semiconductor, Atmel Corporation, Varian Medical Systems and RSA Security. She also worked with consumer, manufacturing and medical clients like Chevron, Lafarge, Men's Wearhouse and Spectra Laboratories. Cathy shares with her colleagues, accolades for award-winning advertising, corporate image, direct mail, internal communications and marketing collateral.

Never one to leave a moment unfilled, Cathy is also a highly accomplished tennis player, a caring mother and a tremendous friend. Let's just say that she keeps very busy.

Holly Peterson

Creative – Graphic Designer

San Luis Obispo, California. USA

Solution focused, results-oriented Designer, Holly Peterson has a broad-based experience and hands-on skill in successful implementation of vision, ideas and creative executions with a keen sense of what makes people pay attention and look, really look.

Prior to collaborating with the D U N N team, Holly worked as a designer for a sunglass company, where the projects ranged from producing in-store display graphics, packaging, logos, and web design. She also designed print and web work for Straight Down Apparel and their new online store. Additionally, She has also directed the new brand assets and web design for a new start-up optical manufacturer, and currently enjoys inspired design work whether it is local, regional, national or global — she just wants to create work that makes people feel something and get clients results.

Holly holds a Bachelor of Science Degree in Graphic Design and a minor in Graphic Communications from California Polytechnic State University, San Luis Obispo.

She currently lives and loves in San Luis Obispo with her husband, Todd, and their young son, Huck.

David Pelfrey

Creative – Historian, Academic, Writer and Linguistic Guru

San Francisco, California. USA

Variety may, indeed, be the spice of life. For David Pelfrey, it is a strength that has made him a recent, yet invaluable part of the D U N N team.

Naval veteran, researcher, historian, writer, designer, archeologist, philanthropist and trusted advisor, David is a modern day “Renaissance Man” and not merely a “jack of all trades” because he is a master of so many of them. David is responsible in part for proactively seeking out ways to help our clients reach their strategic, creative and communication goals by continuing to exploit all communications channels, capitalizing on current and future market opportunities. He is also responsible for evaluating much of D U N N 's digital brand content development, providing thought leadership, inspiration and historical insights. Furthermore, David persists in the assimilation of established media and emerging interactive channels to drive behavior and create alchemy that helps turn great ideas into living experiences, which, in turn, generates long-term, competitive and brand-driven business advantages for our clients.

With professional linguistics and language training in Russian, Mandarin, Greek, Latin, French, German and Turkish in part from the Defense Language Institute in Monterey, California, David has established himself as an ace historian in just about any language. Between his tireless efforts to preserve historic documents related to the renovations and preservation of iconic landmarks to his stewardship of his personal website, History Hunter International, David has earned the respect, esteem and appreciation within his field of inquiry that led to his appointment as researcher for the television series Treasure Quest in 2008.

A graduate of California State University, East Bay, David is currently earning his MA in Public History from the same institution. Ever intrepid in expanding his already impressive cognitive perspicacity and his commitment to assiduously giving back to the community to which he has already given so much, David is an active member of the American Historical Society, the Center for Desert Archeology and the Fort Ross Interpretive Society.

David is proud to call San Francisco his family's home.

Sam Pond

Creative – Creative Director, Writer and Radio Producer Extraordinaire

San Francisco, California. USA

Sam began his career as an actor before he fell into voiceovers and eventually creative advertising pursuits. He did a lot of Repertory Theater and performed Shakespeare, including performing in Oregon at Ashland's acclaimed Shakespeare festival. But soon his voice landed him more and more radio spots as the friendly guy next door or the straight man.

Sam Pond has since become a nationally and internationally recognized writer and director in the media of radio and television. Prior to working with D U N N, Sam was a past member at some of the best advertising agencies in the country – Goodby, Silverstein & Partners, Hal Riney & Partners, Chiat Day – and was also founder and creative director of Blazing Paradigm, a thirty-person strategic entertainment company based in San Francisco, which developed advertising and branded content for a variety of clients, including The North Face's award-winning documentary series, Expeditions.

Sam has been specializing in radio since he first entered the advertising business. After a long career as a professional actor and director and voice-over talent, he transferred his talents to the world of advertising, and has been honored with numerous of national awards – One Show, Clio's, CA, San Francisco Show, Addys, The National Radio Mercury Awards and the prestigious Howard Gossage Award for copywriting. Sam Pond is also the first and only person in the history of the One Show to win Best of Show with a radio campaign and was creative director of the 1997 Radio Mercury award \$100,000 winner. Today, Sam spends all of his passion – writing, producing and directing radio for D U N N and many others.

For Sam the most enjoyable part of what he does is getting into the studio with extraordinarily talented actors and comedians to create work that is memorable, entertains and moves people.

Jessica Quilin

Creative – Brand-Focused Content Developer, Researcher, Editorial Professional and Writer

Washington, DC. USA

The art of putting the right ideas into the right words is the key to effective marketing, advertising, and brand strategy. An experienced writer, marketing and communications specialist, entrepreneur, and academic, Jessica brings over 10 years of experience to her work with D U N N.

With a Ph.D. in English Literature from the University of Cambridge and a diverse professional background in arts administration, public policy, applied research and editorial management, Jessica is a dynamic and creative writer and brand strategist. She has a keen eye for tailored, well-written content. Her extensive client-relations experience as a project manager and copious base of knowledge as an academic writer and researcher are an asset to D U N N in generating and implementing targeted, human-centered branded content, design, advertising and marketing campaigns.

When not collaborating with the D U N N team on prestigious client engagements, Jessica also works as a writer and owner of Quillin Consulting, LLC, a Washington, DC-based consultancy. With close ties to the movers and shakers in policy and research, she has an ever-growing virtual Rolodex that is aided by her natural gift for communications, networking and social media.

Before opening her own firm, Jessica worked as a Senior Education Specialist for American Institutes for Research. In this position, she managed state- and donor-funded educational projects, working closely with policymakers and educational leaders on cutting-edge policy and research work. Prior to this, Jessica was the Communications Manager for Washington National Opera, for which she managed a large portfolio of cross-platform products, including a bi-annual magazine, programs, website and other company-focused marketing materials. She also was integral to the Opera's corporate re-branding in 2004 as the official "national" opera of the United States.

In addition to her professional achievements in policy and the arts, Jessica possesses an extensive knowledge and strong passion for fashion, style and culture-based marketing and brand management. She has extensive fashion connections on the runways in the US and Europe and is an active arts and style critic and lecturer. Jessica has a growing portfolio of print and online publications, including a policy paper for a DC-based think tank, an academic

book on literature and music for Ashgate Publishing and a weekly column on communications, marketing and brand strategy.

Connie Sanchez

Strategy – Modern Day Media Guru, Planner and Buyer

Silicon Valley and Santa Cruz, California. USA

Even the most compelling stories and the most relevant marketing messages will ring hollow without the proper target audiences being exposed to them – at the right time, the right place and with the appropriate frequency. For more than 15 years, Connie Sanchez has been using her keen insights and vast understanding of media to help some of the most innovative and profitable businesses in high technology, retail, real estate and healthcare plan, purchase and analyze their media expenditures so that their messages are received, understood and acted upon. Connie's work has been instrumental in helping these companies build their brands, grow their businesses and remain profitable.

With a proven track record in both consumer-oriented and business-to-business media in Silicon Valley, the greater San Francisco Bay area and beyond, Connie has helped some of the best and brightest place their paid media to achieve phenomenal results. She has helped many Fortune 500 companies, Internet start-ups, entrepreneurial ventures and others by artfully planning and then handling their media budgets – budgets ranging from a mere \$100,000 to more than \$20,000,000 – for companies like Alain Pinel Realtors, Seiko Instruments, Niku, Dell Computers, Macrovision, Hitachi, Phillips Semiconductors and more.

The media budget is typically the largest component in any marketing strategy and the efficient use of that budget can make all the difference in making sure that you and your messages are heard and understood by those who matter most to your success. It would be a costly mistake to underestimate the importance of a talented, experienced and savvy media professional like Connie Sanchez.

After completing her Bachelor's degree in Computer Science from California State University at Chico, Connie earned her MBA from Santa Clara University.

Joachim Schirmacher

Creative – Videographer, Photographer and Editor

Fresno, California. USA

Joachim Schirmacher has been involved in the worlds of graphic design, photography, film and video production for over 30 years. He has produced numerous films and videos for a variety of industrial, educational and government clientele. His wealth of production experience gives him a competitive edge for creating highly successful visual projects for clients across a wide array of industries from agriculture to food service to medical and more. "J" is the true professional creative version of the modern Renaissance man on the D U N N team.

Joachim is also an adjunct faculty member at Fresno City College where he teaches Digital Video Production and Introduction to Graphic Design. He was also Director of Photography and Senior Editor for the nationally distributed movie, *The Bridge Game*.

Keith Seaman

Creative – Photographer and Producer

San Francisco, California. USA

One man. Several cameras. Thousands of photographs. And, of course, the stories that go with them.

Building a photographic story is what Keith Seaman does best. Sure, there are countless photographers out in the world that can properly light a shot, direct a set and then shoot – but you see, Keith is a bit different. That's a good

thing. He's not merely interested in just snapping a photo; instead, he wants to build a pictorial story, a story that the viewer will not forget, and, in building the story, well, that is when Keith really goes to work. Being able to collaborate with other creatives, designers and clients to take what began as merely a simple concept, Keith can skillfully craft what he captured in camera into a visual production that grabs hold of the imagination in a truly remarkable way.

For more than 25 years, Keith has been at the forefront of stylish commercial and food photography for all purposes – interactive, print, collateral, advertising and editorial. He has a unique, dramatic vision for finding the most intriguing and appetizing beauty in simple and elegant food pictorials and fine cuisine shots, capturing the mood and essence of the food like nobody else can. He has an enthusiasm for fine food, wine and spirits that comes through in his dramatic photography.

It should also be noted that Keith is as comfortable in both large and small-scale studio sessions as he is on far away location productions. Regardless of where he is, Keith exhibits an unflappable, extremely organized presence on set. He has a generous nature, a kind voice and lights up the room with his confident aura.

Keith began his photographic career at the prestigious Art Center College of Design located in Southern California in the 1970s. Since that time, Keith has continued to learn and grow from each project that he has undertaken. He has produced stunning photography for a diverse roster of clients like the California Raisin Marketing Board, Tyson Foods, Harris Ranch Beef Company, Mirassou Winery, Robert Mondavi Winery, Ferrari-Carrano Winery, Contra Costa Clean Water Program, George Forman Grills, Sunsweet and many others.

Mauri Skinfill

Creative – Creative Director, Brand Content Developer and Writer

San Francisco, California. USA

Mauri is a strategic brand and communications specialist with over 10 years experience leading corporate global marketing initiatives. She brings a background in creative and competitive brand development across the full range of media including social, interactive and traditional marketing. Prior to working with D U N N, Mauri worked as the Communications Director at Sequitur Creative where she led brand strategy initiatives for clients from eBay and Yahoo! to Adobe and Flock, with extensive brand leadership work in the technology industry. Before joining Sequitur she served as the Senior Marketing Writer for the manufacturing division at Autodesk, a global digital design software company, where she was responsible for the complete range of print and web communications for a worldwide customer base of over 6 million users of products and services. She has also served as a creative consultant for agencies including Y&R, Evolution Bureau, Saatchi & Saatchi, Barretto-Co and 415 Advertising.

Mauri holds a Ph.D. in American Literature from the University of California at Berkeley.

Jacques Soriano

Strategy – Direct Marketing Specialist and Print Production Guru

Los Angeles and San Francisco, California. USA

Jacques Soriano is an associate partner and one of the business leads for D U N N 's Los Angeles location, where he connects existing and prospective clients with the D U N N team. He is also responsible, in part, for unleashing the potential of our organization in Southern California. This includes connecting with forward-thinking existing and potential clients, finding world-class people to join our team, giving them a structure in which they can perform at their best and ensuring that we are consistently delivering the most innovative work possible on each and every project we undertake.

Jacques' record as a brilliant business communications innovator, production expert and marketer has been evidenced in a number of companies and well-known brands, from internationally renowned entertainment stalwarts like 20th Century Fox, Fox Cable Networks and Saban Brands, to consumer brand darlings like the Guitar Center and Stamps.com and on behalf of non-profit organizations and charities like the Anti-Defamation League, the Simon Wiesenthal Center's Museum of Tolerance and the Children's Hospital of Los Angeles. Primarily working in the background to effect change through successful marketing, direct marketing, print promotions and fulfillment projects, he has helped assure that dominant brands grow more profitable and smaller start-up enterprises become successful publicly-traded companies.

With nearly three decades working in marketing, beginning his career specifically in the print and direct mail industries, Jacques has forgotten more than most design professionals will ever learn about what it takes to produce the highest quality print, direct mail marketing pieces, premiums and promotional products anywhere. What sets him apart is his experience and dedication in ensuring that our finished tangible work is produced with exacting standards from the time it comes off of the press until it is in the hands of the end user. Whatever it takes, Jacques ensures that everything we create and produce is delivered on time, on budget and with no problems. Basically, if Jacques is involved personally on a project, one can expect the design to be better, the costs to be lower and the deadlines to be met.

A true man of the world, Jacques was born and raised in Africa where he graduated with honors from Prince Edward High School in Harare, Zimbabwe. He later immigrated to the United States and landed in California where he attended California State University Northridge and the University of California, Los Angeles where he majored in biology.

Jacques currently lives in Northern Los Angeles County, California where he is passionate about philanthropy, cycling, adventurous outdoor activities, live music, and, above all else, caring for his beloved family.

Carrie Talick

Creative – Creative Director and Writer

Los Angeles, California. USA

With over fifteen years of advertising experience and the harrowing and varied tales to prove it, Carrie brings a unique skill set to brand development and communication: a combination of intuition, art and business. Every brand has a universal truth and she makes it her mission to find it.

After graduating from Michigan with a bachelor's degree in Marketing and a passion for creativity, Carrie took a job working on one of America's most-loved brands, Chevrolet in one of the dreariest cities in the nation, Warren, Michigan. While running to her car one very cold and snow-swept day in May, Carrie realized it was time for a change.

Soon after, she moved to the west coast and found new creative challenges on the sun-drenched streets of Santa Monica working on national brands at DDB Los Angeles and Rubin Postaer (RPA). She collected awards for work on Honda, Wells Fargo, Careerpath.com, The LA Marathon, and Teva sandals. Working with legends like Pat Burnham, Larry Postaer and Mark Monteiro gave her the skills and knowledge necessary to forge out on her own as a freelance, gun-for-hire writer.

Since embarking on her freelance writing career, Carrie has been hired for her breakthrough thinking and business building ideas. She has worked for premiere Los Angeles agencies including Team One, Deutsch Inc., Daily & Associates, Y&R, Grey and The Miller Group. Her most recent long-term assignment was acting Creative Director on Jenny Craig at Y&R. Celebrities she can handle. They're like zoo animals.

She has received accolades for her work from Communication Arts, Lurzers Archive, London International Advertising Awards and the Radio Mercury Awards.

Carrie continues to create compelling advertising by immersing herself in the brand, finding it's universal truth, and then infusing her insight, wit and intelligence to create the best communication possible for the brand.

She is also writing a book about zombies roaming around Los Angeles. No, it is not autobiographical. But it could be.

Brad Terres

Creative – Art Director, Designer and Visual Storyteller

San Francisco, California. USA

Brad brings a diverse background in creative strategy, design and visual storytelling to D U N N. Brad believes that great design has the power to do good in the world; and, the power to communicate in an intuitive way to those audiences who may eventually become more than mere customers, but true brand evangelists of your company.

Does brilliant design really make a difference? Brad would answer this question with a resounding, “YES!” Both his education and career accomplishments support this truism. Armed with a degree in advertising and marketing, with an emphasis in journalism and mass communications, from San Jose State University earned during the Gold Rush Days of Silicon Valley in 1985, Brad Terres decided early on that storytelling and design were in fact two sides of the same coin. Since then, he has been creating compelling, award-winning work for companies in technology, retail, healthcare, consumer products, home furnishings, professional services, consumer packaged goods and real estate sectors for well known companies like Adobe, Berkeley Mills, Cadence, Casablanca Fan Company, The Commonwealth Club of California, Doctors Medical Center, Essex Property Trust, John Muir Health, Linksys, Meritage Homes, SEMI Global Expositions, Sonoma Wine Accessories and Taylor Roberts Home Furnishings among others.

His stunning work has also been recognized regionally, nationally and internationally by leading industry publications and award shows that have included the ADDYS, American Corporate Identity, Applied Arts, Communication Arts, Creativity, Graphis International Design Annual, Print and the Summit Creative Awards.

Brad continues to design and create integrated marketing campaigns for John Muir Health that have included the development of program collateral materials, print and outdoor advertising. And, recently, he directed the re-branding efforts for both of the global trade shows SEMICON and SOLARCON. He was also responsible for the extraordinary brand development and successful national launch of Casablanca’s Cosmopolitan Collection for the Lowe’s retail hardware group.

Brad lives in Contra Costa County, California with his beautiful wife and children.

Jeffrey A. Thies

Creative – Exhibit Designer, Metal Fabricator, Sculptor and Fine Artist

San Luis Obispo, California. USA

Like many of the talented people at D U N N, Jeffrey A. Thies has a passion for ‘unique design with a purpose.’ But that is where the similarity ends. Because not only can Jeff imagine and design beautiful objects, he can also make them come alive and make them tangible. Since he was a mere 15 years old, Jeff has been welding and working with metal and creating stunning works of corporate and public art, retail environments, product merchandising, displays, architectural metalwork, custom furniture and functional sculpture out of stainless steel, bronze, aluminum, fine wood, glass and more. He has also designed structures, interiors and signage for a variety of clients, with an exacting eye for detail, and a passion for immaculate design. For him each project is a new adventure, as Jeff’s design sense and craftsmanship meets and often exceeds each client’s individual needs.

His long ago work as a builder and metal fabricator, his strong design sensibility and his intuitive understanding of engineering gives Jeff a unique comprehension of spatial relationships and functionality – useful to both clients and architects, when discussing their projects and needs.

With a blend of consumer, brand and retail insight with structured yet organic design sensibilities, Jeff has the ability to work in all variety of metals – steel, stainless steel, bronze, and aluminum. He can achieve any number of finishes, with patinas, patterns or paint. However, he is not limited to merely metal – he can work with any material – fine woods, textiles, leather, glass, stone, plastics and more – to create the designs that he produces. Retail environments, point-of-purchase displays, tradeshow booths, lobby installations, railings, balconies, lighting, furniture, gates, bars & barstools, backlit mirrors – big or small, the sky is truly the limit. Jeff’s work ranges in style from traditional concepts mixed with post-modern influences, to free-form to minimalist, but he stays constant in his love for curves and clean finishes, and passion for design.

When Jeff is not designing, building and fabricating amazing pieces and installations for our clients, he is happily spending quality time with his two young children and his lovely wife along California's gorgeous Central Coast.

John Watson

Creative – Designer, Fine Artist and Photographer

San Francisco, California. USA

John Watson's skills in fine art, graphic design and photography are consistently blowing the minds of world-renowned clients like Eric Clapton, Varian Medical Systems, Sega, Porsche and Carl's Jr.

Even though John fancies himself a seasoned art director and graphic designer, he still finds his soul deeply connected with fine art. Constantly challenging himself with pastel drawings and collage, photography, watercolor and ink assemblages, John remains intrigued and interested in expressing continual beauty, balance, rhythm, subtlety and simplicity.

Born and raised in San Diego, California, John lived a comfortable but mundane life there. Blessed with quite remarkable mathematics ability, John was promised a lucrative career in computer programming. Instead, he attended a local university where he chose to study art and design. There he discovered a collection of Japanese design annuals and became excited by the possibilities of graphic design as an artistic medium.

John Watson brings his talents to D U N N where he has consistently proven to be highly skilled in corporate identity, brand development, print collateral, catalog design, photography and illustration. His aesthetic tends towards simplicity, with an elegant use of typography and a keen sense of color.

Watts Wacker

Strategic Advisor – Futurist, Author, Speaker and Thought Leader

Westport, Connecticut. USA

Watts Wacker is one of the most celebrated and influential minds in modern business. Wacker – lecturer, best-selling author, political commentator and social critic – is one of the world's most respected futurists. His uncommon versatility and vision has allowed him and the D U N N team to help some of the world's top corporations and organizations navigate the sea of change that is taking hold in the new millennium. Prior to working with D U N N, Watts was the futurist at SRI International, the legendary Menlo Park think tank, and spent ten years as the resident futurist at the preeminent social research organization, Yankelovich Partners.

Some of Watts more recent work has included contributing, editing and ghost writing numerous books, broadcast commentary as well as authoring many magazine and journal articles. His third book, *The Deviant's Advantage* received a tremendous reviewer response from Time Magazine, Fortune, The New York Times, and The Harvard Business Review. His fourth book, *What's Your Story? Storytelling To Move Markets, Audiences, People and Brands*, was released in August 2007. *What's Your Story?* was also a finalist for advertising and marketing book of the year. Both books were co-authored with Ryan Mathews. Watts Wacker and his futurist-based 'wizardry practice' at FirstMatter, LLC have been featured in the media the world over. He has also consistently been labeled a "must quote" by the Associated Press.

Additionally, Watts was also the original consulting pollster to the Fox News Division and directed the Time Magazine Poll. While working at Yankelovich Partners he also managed the preeminent trends prediction service in the United States, for nearly ten years. Watts' additional previous experience also includes management positions in the health, beauty, toy and food industries and ownership and operation of two radio stations outside of Corpus Christi, Texas.

Watts Wacker's matriculative background includes degrees from both Tulane University and the University of Texas in Austin as well as a research fellowship at The Institute for Constructive Capitalism. He has lectured at many colleges and universities around the world. When asked to state his most memorable professional accomplishments, Watts responds... "The most memorable work accomplishments? ... The two humbling events in my life ... the renowned speaking series I've been privileged to speak at, and, having been selected as a 'Significant Sig' by the national Sigma Chi Fraternity."

Watts currently resides in Westport, Connecticut with his wife and partner of 30 years and one of their two children.

D U N N

World Class Partners

D U N N works collaboratively with a number of partner firms to provide a full set of services and capabilities that enable our clients to succeed. Our partners have been selected because their experience and offerings complement ours, and make it easier for our clients to address their brand and design challenges in a comprehensive manner.

The Display Boys

www.displayboys.com

Designing and building premium retail fixtures and environments with D U N N since 1998.

The Hoffman Agency

www.hoffman.com

An independent, global PR firm that focuses on helping companies communicate compelling messages throughout the world that has collaborated with D U N N since 1999.

Hundred10

www.hundred10.com

An independent digital agency that amplifies global brands by innovating across desktop, web and mobile environments. Founded by Layne Lev and John Milly, Hundred10 operates in three California-based studios specializing in user experience, digital media and application development. Hundred10 has been partnering and collaborating with D U N N since they opened in 2007.

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