

## Michael Dunn

San Luis Obispo, California and San Francisco, California

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*Executive level marketing and creative leader with unique combination of International consulting, agency, consumer, business, government and non-profit experience. Original thinker across functions to create new opportunities to reach end-users, with track record of delivering profitable break-through products, services and brand communications. Core strength in creating desirability and choice preference for brands driven by solid, entrepreneurial business perspective gained through key roles in marketing, general management, research, design and creativity. Skilled in original corporate brand and product line strategy, strategic planning, innovative research, creative direction and visionary design oversight.*

### PROFESSIONAL SUMMARY

**D U N N**, San Luis Obispo and San Francisco, California, 2001 – January 2009: Senior Brand Consultant

Lead all strategic and creative efforts for this independent brand consultancy and evolving ideas boutique.

**Gibson Guitar Corp**, Nashville, Tennessee, 2007: Chief Creative Officer and Interim CMO

Led brand, marketing, communications design and product management for the Gibson family of brands.

**415 Advertising**, San Francisco, California, 3 years: CEO

Led core strategic, creative, general management, talent recruitment and business development efforts. Increased revenues over 300% over three years for this award-winning 80+ person boutique brand and interactive agency.

**FMG Marketing**, San Ramon, California, 2 years: VP Business Development and Account Planning

Led all new business and strategic and account planning efforts. Increased agency billings from \$3M to \$14M for this 35+ person direct marketing and interactive agency.

**D U N N** a brand consultancy, San Francisco, California, 2001 – present [www.dunnbrand.com](http://www.dunnbrand.com)

Executive Creative Director and Senior Brand Strategist. Lead all strategic and creative efforts for this independent marketing consultancy specializing in inspired thinking, creativity and content-driven brand development. Manage a collaboration of world-class thinkers, marketing strategists, researcher professionals, designers, writers, producers, artists and technologists united to provide relevant answers to difficult marketing challenges, creativity and innovation. Worked with both business leaders and agencies to create and produce compelling content that provides effective ways to connect people with brands.

Client work includes Harris Ranch, Baldwin Piano, Wurlitzer, Microsoft, Seagate, Robert Mondavi, HP, Lincoln, Levi Strauss & Company, AT&T, Rambus, Tessera Technologies, Varian Medical Systems, Disney, FOX and a variety of other trend setting individuals, agencies, emerging enterprises, technology companies and Fortune 1000 companies.

**Gibson Guitar Corp**, Nashville, Tennessee, 2007 [www.gibson.com](http://www.gibson.com)

Interim CMO and Chief Creative Officer. Led all corporate brand marketing, product marketing, communications design and product management for the Gibson family of brands including 9 active brands in the musical instruments category structured in six independent divisions. Responsible for marketing, advertising, broadcast, web, print, POS, entertainment relations collaboration and event design, and for building a disciplined product management team with representatives for each product division.

Developed strategic and tactical advertising, brand communications, marketing and promotional programs for such of company's products or services as assigned.

Create, developed and managed world-class corporate brand reputation, consumer product marketing, messaging and creative product.

Managed budgets, resources and project timelines.

Managed of both internal and external creative firms, resources and teams, and tracks of work, including: translate marketing objectives into creative strategies, present and achieve consensus with other internal and external team members and stakeholders.

**415 Advertising**, San Francisco, California, 1998 - 2001 [www.415.com](http://www.415.com)

CEO. Architect of the merger and acquisition of D U N N Advertising by 415 Productions, a then award-winning 80+ person interactive design and professional services firm, and the subsequent creation of 415, a fully integrated strategic advertising and digital marketing agency. Lead the expansion of the firm's global presence with the establishment of an office in Copenhagen, Denmark.

Responsible for the firm's strategy consulting practice, thought leadership, research activities, business development, account planning and creative oversight.

Clients included Robert Mondavi, HP (Hewlett Packard), Levi Strauss & Company, Apple, Lego, eWork, Macromedia, Lucent, Fairmont Hotels and others.

**FMG Marketing**, San Ramon, California, 1996 - 1998

VP Business Development, Strategy and Account Planning Director. Recruited to this privately-owned 15 person integrated marketing communications and advertising agency as Account Director by the CEO. Led the development of strategic client relations, integrated marketing, account planning and brand initiatives for the agency's new and existing. Responsible for lead generation, proposal development, contract negotiation and closing, as well as the maintaining profitable, long-term client relationships and strategic alliances.

Clients included Bank of America, Wells Fargo, Sanwa Bank, First Republic Bank, The Vintage Bank, Chevron, GN ReSound, Fox Family Channel, Men's Wearhouse, BevMo, Brøderbund Software, National Semiconductor, Lucent and several others.

**AMS Response**, Los Angeles, California, 1995 - 1996

VP Marketing and Sales. Recruited to restructure and reorganize marketing, new business efforts and spur new diversification of services by this privately-owned 125+ person direct marketing production firm by CEO.

Client work included Direct Partners, Wunderman, Carlson Marketing Group, OgilvyOne, U.S. Sales, Herbalife, Charles Schwab, Wells Fargo, Bank of America, Ford, Mazda, Toyota, American Express, HBO, Viacom, Citibank, Sony, Nordstrom, Providian Financial, AARP, AAA and many other mid-sized direct marketers, publishers, political groups, non-profit organizations and advertising agencies.

**First Manufacturing Company, Inc.**, New York, New York and Los Angeles, California, 1992 - 1995

VP Marketing and Merchandising. Recruited to this privately-owned \$40 million, 1000+ person global apparel manufacturer as a Marketing and Advertising Manager in 1992. Promoted to Marketing and Merchandising Manager in 1994. Responsible for developing, directing and overseeing the planning and execution of an integrated marketing and merchandising strategy which included both the company's private label and branded goods. Lead a team of 15 to 20 product design and marketing professionals who were responsible for product development, consumer research, global sales, marketing and operational policies, initiatives and activities.

Private label and wholesale clients included like Dayton Hudson, Barney's, Macy's, Gap, Banana Republic, Wilson's, Harley Davidson, Custom Chrome, Federated Stores, Andrew Marc, FUBU, Scully's, Disney, U.S. Coast Guard, Ford, Protech, Xpert, First Leather, Kodiak, Rangewear, Desperado, FMC Brand, Ventech, Bell, Bally's and many other apparel manufacturers, retail stores, fashion boutiques and motorcycle retail shops.

**Freelance**, Newport Beach and Los Angeles, California, 1990 - 1992

Freelance Writer and Speaker. Researched, wrote and edited reports, grants, letters, speeches, advertising copy, product and services brochures, annual reports, newsletters, press releases, new

business presentations and various other projects for small and medium-sized businesses, non-profit organizations, design firms, ad agencies and individuals.

**San Luis Obispo Police Department**, San Luis Obispo, California, 1982 - 1990

Police Officer and Investigator. Initially hired as a Field Service Technician in 1982 then promoted to police officer in 1984. Worked as a patrol officer, traffic officer, crime scene investigator, training officer and an investigator on numerous plain-clothes assignments, investigations and special operations.

**EDUCATION**

**University of California, Los Angeles**: Bachelor of Science Degree in Political Science and Communications Studies, 1994. Graduated with honors.