

**People****WHO WE ARE**

Pure Talent.

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

Michael Dunn and his world-class team of collaborators and contributors have been the trusted business advisors, brand counselors and creative minds behind some of the most influential businesses, esteemed brands and noteworthy institutions in the world.

Built on the efficiencies of the Hollywood studio production model – D U N N staffs the project, not the firm. Why? Because we believe that it is not practical or cost-effective to house all the strategic and creative talent a client might need under one roof. The greater value for us is in identifying, engaging and *marshalling* the highest quality talent available – no matter where they might be.

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.

Now meet some of the team.

**Michael Dunn**

Executive Creative Director, Senior Brand Strategist and Mentor

San Luis Obispo and San Francisco, California. USA

What does it take to lead a world-class ideas boutique that consistently has its eye on creating breakthrough 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 their customers. In this regard, D U N N is truly ‘the house that Michael built.’

A brand-focused business consultant, award-winning creative director, mentor and professional provocateur, Michael entered the ranks of the professional creative community in 1990, and quickly discovered that his previous lives in art, the restaurant business, working as a police officer and his misspent youth on a skateboard and sitting in front of the television, made him a natural working with people and ideas. A Political Science and Communications graduate of the University of California, Los Angeles, an insatiable reader and armchair psychologist, Michael has an inquisitive intellect, a deep interest in other peoples' lives and a fascination for uncovering truly inspired ideas. He is a focused listener and an articulate advocate who uses his insight and understanding to help businesses and individuals with their brand, image and sales issues.

Michael has been contributing remarkable insights, provocative ideas and deep experience on both the client and agency sides of the business for nearly 20 years. He has worked as a CMO and Chief Creative Officer in the music and entertainment industry, Vice President of Marketing and Merchandising in the fashion industry, VP Strategy and Account Planning at a national direct marketing firm and as Founder and Executive Creative Director of a successful full-service, brand-focused advertising agency in San Francisco, California.

A creative thinker who knows the importance of a sound strategic foundation, Michael has built his reputation by consistently producing strategically sound, breakthrough creative work in virtually every medium – from broadcast TV and radio to print, direct, display and interactive – for a diverse group of leading thinkers, ad agencies, Fortune 1000 companies and innovative smaller enterprises. He has helped clients like Robert Mondavi, HP, Microsoft, Gibson Guitar Corp, Bank of America, Apple, Levi Strauss, Varian Medical Systems, Disney, FOX and many, many others successfully build their brands and grow their business in an increasingly competitive global marketplace.

He is also an acclaimed speaker, lecturer, author and opinionist in the popular press – and has been featured on NPR, CNN, BRANDWEEK, Fortune Magazine, Fast Company, The Wall Street Journal and The San Francisco

Chronicle among others. Additionally, Michael is currently working on the book *Brains, Beauty and Belief: How Brands Work and Why You Should Care*.

Michael has guest lectured on innovation, strategic marketing, brand issues and creativity at many colleges and universities, including the University of California, Los Angeles, USC and Cal Poly State University, San Luis Obispo among others.

Michael lives in both San Francisco and San Luis Obispo, California and works worldwide at 'any time, any place and at any pace.'

- Learn more about Michael Dunn
  - **LinkedIn** <http://www.linkedin.com/in/michaeldunnn>
  - **Facebook** <http://www.facebook.com/profile.php?id=1404798344&ref=profile>
  - **TED** <http://www.ted.com/index.php/profiles/view/id/175399>

## **D U N N Collective**

[Past, Present and Possibly Future Collaborators]

The diverse team at D U N N come from various industries with unique personal and professional backgrounds. But it's what we have in common – talent, insight and a passion for transformative ideas – that keeps our clients coming back for more. There are over 60 people who collaborate with D U N N on various levels to create inspired work. Meet a few of the people who make it happen.

At D U N N, we have spent our careers seeking out only those people and firms who we feel consistently do the very best work in the brand, design and communications arenas to collaborate with us. This allows us to work with a disparate yet driven collective of thinkers, doers, designers, academics, journalists, researchers, writers, fine artists, technologists, sociologists, cognitive researchers, scientists and others in the pursuit of work that moves people and achieves superior results for our clients. We learn from all those we work with and carry with us what we have learned into subsequent engagements and projects. Why try to do it all ourselves when there might be others who have different insights or specific skills that will help move our work from merely good to brilliant.

### **Travis Babcock**

Creative – Film Director, Editor and Producer

San Lake City, Utah. USA

With a BA in Film and an award-winning background in broadcast television, Travis has accomplished an impressive track record as a director and producer with more than 11 years of professional experience producing international documentaries, national children's television, travel programming, reality TV and corporate imaging.

Early in his career he earned his stripes operating camera and 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 to be selected as a regional judge for the television Emmy awards and was selected this year 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.

Partial list of current and past clients include: Albertsons Grocery Stores, Sundance Channel, US Ski Team, 2002 Winter Olympic & Paralympic Games (camera), Entertainment Tonight, Dr. Phil, Extra, Inside Edition, The Insider, Pepsi, Foundation For A Better Life, TLC, A & E Indie Films, Dreamworks (Motion Picture Spirit), 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/Texaco, Lafarge North America, Univision (Spanish TV), Xango, Sungard Higher Education, Signing Time!, Nature Valley Granola, Synopsys, Women's Entertainment Network, LANDesk, GM, XTERRA TV, RYKÅ, AlSCO, Asylum Entertainment, Sony Pictures Home Entertainment, History Channel and McCann Erickson Worldwide.

### **Celeste A. Barron**

Creative – Copywriter, Editor, Blogger, Poet and Producer

San Luis Obispo, California. USA

Celeste A. Barron is a dynamic copywriter and editor with a fresh, hip writing style, a sharp sense of strategy, and a real commitment to client needs. Those are the kind of attributes that pay off — for clients, agencies and rising young talents, like Celeste.

Along with handling creative and writing duties, Celeste excels in concepting, messaging assignments and developing creative strategy. She is a classic example of the multi-talented individual D U N N strives to have on the team. And when not busy writing for clients, Celeste has found the time to publish many of her poems.

Celeste comes to D U N N from Marketing Group West, Coakley-Heagerty and Astone where she was instrumental in managing the client, creative concepting, directing, producing and, of course, copywriting for these small, fast-growing California-based advertising agencies. She has also handled some client-facing account and operational duties as well as delivering writing and creative work for clients like TMSC North America, Armanino McKenna, Harris Ranch, Northern California Golf Association, Wendy's Restaurants, Wathen-Castanos, Inc. and many more.

## **Ed Bogas**

Creative – Composer, Musician, Producer and sometimes Copywriter

San Francisco, California. USA

Record industry, motion picture and commercial clients continue to turn to Ed Bogas for original music, written, arranged, produced and customized quickly to meet their creative challenges and needs.

A Grammy-nominated composer, Ed Bogas has scored hundreds of animated television shows, series and films featuring such illustrious characters as Fritz the Cat, Charlie Brown, Garfield and Betty Boop.

Ed continues to work to score award-winning films such as the recent Barbie Nation. 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.

## **T. Arthur Cottam**

Creative – Film Director, Producer and Editor

Los Angeles, California. USA

Vision and style are two skills impossible to teach, and possessed by few. Through his award-winning film and video work, Mr. Cottam has displayed that he has an abundance of both. A graduate of New York University Film School, he has written, produced and directed numerous short films, a feature film and many videos.

Cottam honed his skills working at production companies such as Fox Searchlight, the N.Y. Picture Company, The Walt Disney Company, as well as his own Caught 'em Productions and Misfit Films.

## **David Fetherstonhaugh**

[aka: **The Professor**]

Advisor – Strategist, 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.

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 understands how groups and individuals make decisions. He applies this understanding to help his clients transform their business, build their brands, and get more out of their investments, their processes and their people. David 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. He is also currently a resident in behavioral economics at IDEO. Prior to his distinguished work as a business consultant and market researcher, David was the Founder and Director of Operations at Featherstone Partners, a senior manager of custom research at Knowledge Networks, and the CEO of Kogora.

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.

### **Dennis Flynn**

Strategic Collaborator – Brand Consultant, Author and Researcher

Phoenix, Arizona. USA

Dennis is a strategist, marketing and communications professional, and educator with over twenty-five years of experience in corporate, agency, academic and entrepreneurial environments, specializing in business strategy and brand modeling for emerging growth and enterprise companies. He previously was a principal and partner in SLF Communications LLC, an advertising and communications firm. His experience includes running the Corporate Communications Group for Saatchi & Saatchi, and he has held key management positions for BBDO Worldwide and J. Walter Thompson. Dennis's focus is on helping companies engineer corporate and brand strategies to maximize value from technology, communications and emerging customer groups. He has developed organizational and product brand models for several leading companies including Toshiba, Gateway, US Robotics and Steelcase, Inc.

Dennis also recently published the book; *Brand Clout: Maintaining Relevance & Profitability Amidst Constant Change*.

### **Marc Gendron**

Strategy – Public Relations Consultant

Clovis, California. USA

Marc Gendron has more than 14 years experience in journalism and public relations working with international consumer and technology companies from start-up to Fortune 500. Currently, he serves is working with D U N N ' s clients in a PR capacity providing full-service public relations consultation and dedicated to garnering meaningful results for companies in technology such as Versata (NASDAQ: VATA), to consumer brands ranging from Jamba Juice to Jossey-Bass Publishing.

Previously, as a Vice President for Magnet Communications, a New York-based PR agency, Marc managed a team of account managers and was responsible for overall strategy, execution and success of the PR programs for his client group. During his tenure with Magnet, Marc provided guidance on a number of accounts ranging from market leaders including IBM (NYSE: IBM) and BroadVision (NASDAQ: BVSN), to emerging companies such as TightLink, TransactPlus and Burning Glass.

Marc joined Magnet from Individual Software, where he managed the company's public relations and online marketing efforts for its line of individual productivity and educational software products as well as its corporate training line. As part of his responsibilities, he created national product launches that resulted in article placements in top-tier publications such as *The New York Times*, *Investor's Business Daily* and *Newsweek*.

Prior to Individual Software, Marc established the San Francisco office for Kratz & Company, a public relations agency specializing in food and consumer products with headquarters in New York. While at Kratz & Company, Gendron increased staff and billings, and led publicity and branding efforts for multiple accounts including Prudential Investments, Starbucks and Noah's Bagels.

Marc also worked in corporate public relations for Mervyn's, a unit of Target Corporation, responsible for the company's media outreach activities including seasonal promotions, new store openings and special events. Additionally, he has public information experience in working with the California Department of Transportation and the Bay Area Rapid Transit District.

Marc began his career as a journalist for *The Fresno Bee's Neighbors Newspaper*, covering a range of beats including police and fire, and city government. He holds a bachelor's degree in communications from California Lutheran University.

## **L. Dante Guarin**

[aka: **Eye Jammy**]

Creative – Art Director, Designer, Illustrator, Photographer and Chief Rocker

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 10 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.

## **Rachel Kaseroff**

Strategy – Public Relations Consultant

San Francisco, California. USA

Rachel Kaseroff is a seasoned public relations professional, with more than 12 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.

## **Enrico Limcaco**

[aka: **Easy E**]

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 blogs in from his apartment in Oakland, California.

For humor, add water and steak dinner.

## **Mike Murray**

[aka: **Grizzly Business**]

Creative – Designer, Illustrator, Fine Artist and Musician

Los Angeles, California. USA

Mike Murray's professional background includes 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 Cal State Long Beach and in 1995 he previously 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**

[aka: **Hollywood**]

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 and Nestle. 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. Though working 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 sales

growth of Honda automobiles in North America and beginning in 2000, he worked with DDB, Los Angeles. 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

Cathy excels at building lasting, trusted client relationships. She brings to each client a wealth of project and production management experience and expertise. Cathy is D U N N's principal 'wrangler' ensuring that schedules are kept, communication is clear and budgets are met.

Previously, Cathy held account services positions at two East Bay creative agencies – Marketing Group West and FMG Marketing – where she managed high-tech accounts; 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.

## **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 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 really talented actors and comedians to make work that is memorable, entertains and gets results.

## **Connie Sanchez**

Strategy – Media Planner

Silicon Valley and San Francisco, California. USA

Connie Sanchez, media planner, has over 15 years of experience, a track record of success helping Silicon Valley firms with their advertising campaigns. As a media director at Winston Advertising, Connie managed a \$15 million ad budget for the agency's clients. The media budget is typically the largest bucket in any marketing budget; so don't underestimate the importance of a savvy media planner. Media services include formulating goals and campaign ROI, developing a media plan and ad placement strategy, and diligent execution and management of the campaign.

Connie has worked with real estate and high tech firms such as Alain Pinel Realtors, Seiko Instruments (label printers), Niku (Sales Automation Software), Dell Computers, Macrovision (software licensing software), Hitachi, Philips Semiconductors, and many Internet start-ups.

## **Dave Salanitro**

Former Creative Collaborator – Creative Director, Designer and Writer

Chicago, Illinois. USA

Dave Salanitro is a 25-year creative practitioner. He is perhaps best known as the founder and the creative force behind the prolific Oh Boy!, an 18-person agency with fully staffed offices in San Francisco and Manhattan that he nurtured to international recognition. He conceived and brought to market Oh Boy, Artifacts, a brand and product line that swiftly found appreciative audiences throughout North America and parts of Europe and which continues to influence design trends five years later.

Salanitro has been extravagantly recognized with 245 national and international citations for excellence — among them the National Silver ADDY for Oh Boy!, Artifacts: a brand and product line that he conceived, designed, and brought to market to much acclaim from peers, press, and the public alike and which was further distinguished with Best in Show honors at both its New York International Gift Fair and Top Drawer U.K. exhibition debuts; numerous local and regional ADDYs; and highest honors in the Mead, Potlatch, and Black Book AR100 annual report shows. In 2000, he swept the San Francisco Ad Club's San Francisco Show, taking home five of the seven top honors, including Best in Show along with Gold and Silver Awards. His work is well represented in the permanent collection of the Denver Art Museum.

He is a popular subject among the press and counts to his credit mentions in 116 national and international print and broadcast titles. He has thrice been named one of the Nation's Top 50 Designers to Watch by a publication of admittedly questionable integrity. Mustering his internal optimist, and considering he was featured two years running (he declined the third stint), he presently asserts that the three disreputable designations add up to one desirable designation from a respectable source.

David's commitment to encouraging preeminent work among practicing creatives and his reputation for candid discussion about business realities have made him a popular speaker at numerous AIGA events, four HOW design conferences, and other industry occasions. In addition to his duties as an instructor and thesis advisor in the MFA School of Graphic Design at Academy of Art University in San Francisco, he has lectured at California State University Fullerton and University of California Berkeley.

Salanitro has adjudicated the prestigious Mead Show, the Black Book AR100, the Advertising and Design Club of Canada's annual show, AIGA Las Vegas's Peep Show, the Art Directors Club of Metropolitan Washington's annual show, the Art Directors Club of California's annual West Coast Show, among others.

He has written and published essays in architectural and design periodicals and, during a recent sabbatical, completed and submitted for publication several short works of fiction. He is currently working with D U N N on select projects, providing brand development and strategy, design and writing services while he completes his first novel.

## **Joachim Schirmacher**

Creative – Videographer, Photographer and Editor

Clovis, California. USA

Joachim (J) Schirmacher has been involved in the worlds of graphic design, photography, film and video production for nearly 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.

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

## **Phil Shelp**

Strategic Collaborator

San Ramon, California. USA

A senior strategic partner at D U N N – and also the founding partner of the esteemed experiential marketing agency, Twenty20 Marketing – Phil has helped orchestrate our reemergence while also enhancing D U N N’ s position as one of the most preeminent brand-focused idea boutiques in the United States.

With over 20 years of experience in brand development and consulting, marketing strategy and advertising, on both the client and agency sides of the business, Phil brings his keen intellect, infectious positive attitude and years of experience to bear in each and every client engagement he is involved in.

Clients like Chevron, Armanino McKenna, TSMC, National Semiconductor, GUESS?, Adobe, Siemens and many more look forward to working with Phil for his honest, objective and kind-hearted advice: the kind of advice that helps clients’ careers hit the fast-track and achieve the results they demand.

Phil Shelp graduated from the University of South Florida. Later Phil took his 6’7” frame joined the infamous Washington Generals, where he summarily lost over 500 games to the beloved Harlem Globetrotters.

When not working he spends time with his lovely wife Karen, his daughter Lindsey and his son Ryan.

## **Mauri Skinfill**

Creative Collaborator – Associate Creative Director, Content Developer and Copywriter

San Francisco, California. USA

Mauri brings an extensive background in both agency and client-side projects across print, digital and direct media. As Associate Creative Director at 415 Advertising, Mauri managed a creative team and oversaw a range of technology and consumer product campaigns from concept to execution. 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. Mauri has served as the lead writer on agency accounts including Yahoo!, Apple, Power Bar, US Olympic Committee, HubbaBubba, Babeland, CleverHomes and Cambria Wines. She holds a PhD in American Literature from the University of California at Berkeley.

## **Andrea Stephenson**

Strategy – Eco-preneur and Environmental Sustainability Strategic Advisor

San Francisco, California. USA

Andrea has spent the past 17 years working with both Non-Governmental Organizations and municipal entities to develop strategies and implement programs that emphasize environmental protection, preservation and stewardship.

Her work has contributed to the preservation and conservation of endangered habitats and by providing relief to increasingly challenged ecosystems.

Andrea's success with marketing sustainable-based systems is demonstrated by the work that she has done for companies such as BFI, IBM, Intel, Sun Microsystems, Waste Management and many others. An experienced training professional, Andrea has also helped develop and implement training programs with companies like ShareBase Corporation and Browning-Ferris to implement programs to generate revenue and create customer loyalty.

## **John Watson**

[aka: **Zen Master**]

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, 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 is 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.

## **Partners**

### **The Display Boys**

[www.displayboys.com](http://www.displayboys.com)

Premium Retail Fixtures and Environments

### **John Riley and Darin Rasmussen**

Orange County, California. USA

John, cited in a news story as "the essence of geek chic," and partner, Darin, work in a warehouse that the same reporter described as 'half space craft and half toxic dump.' Having fled the marginally corporate lifestyle of the Quicksilver Surfing Company to establish their own business, Display Boys, John and Darin's corporate philosophy was simple: 'if this works, great. If it doesn't, we'll go surfing.' Well, it worked. Big Time. And today, John and Darin ply their genius for design, display, exhibits and point-of-purchase under the auspices of D U N N. The work cannot be adequately described, but the clients can only impress: Starbucks, Whole Foods Market, Mercedes Benz, Nike, Callaway Golf, Jose Cuervo, Eddie Bauer, Stussy, Laura Ashley and the Hard Rock Café and Casino among many other leading global brands.

### **FirstMatter, LLC.**

[www.firstmatter.com](http://www.firstmatter.com)

### **Watts Wacker**

Futurist

Westport, Connecticut. USA

Watts Wacker is one of the most celebrated and influential minds in modern business. Mr. 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 to help the world's top corporations and organizations navigate the sea of change that is taking hold in the new millennium. He has been 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.

Recent work has included contributing, editing and ghost writing numerous books, broadcast commentary as well as magazine and journal articles. His third book, *The Deviant's Advantage* received a tremendous reviewer response including from Time Magazine, Fortune, The N.Y. 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 a finalist for advertising / marketing book of the year. Both books are co-authored with Ryan Mathews. Mr. Wacker and his "wizardry practice" have been featured in the media the world over. He has been labeled a "must quote" by the Associated Press.

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

Mr. 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 Wacker resides in Westport, Connecticut with his wife and partner of 29 years and one of their two children.

## **Hundred10**

[www.hundred10.com](http://www.hundred10.com)

Website Development, Interactive Design and Social Media Gurus

Hundred10 is a creative firm specializing in web design. Founding partners Layne Lev and John Milly bring a combined twenty-seven years of experience in leading design markets to their clientele.

### **John Milly**

Creative – Art Director, Designer and Producer  
Fresno, California. USA

With over 14 years specializing in web design, web products and services and corporate identity systems, John brings not only extensive and varied experience to the table, but the benefit of having worked with some of the most esteemed firms in San Francisco, Silicon Valley and New York City.

Prior to joining Hundred10, John was a Sr. Designer with Liquid Agency in San Jose, California. Before moving California, John held the position of Art Director with Weschler, Ross & Partners and Tribal DDB Worldwide in New York. 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 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.

### **Layne Lev**

Creative – Designer and Project Manager  
Fresno, California. USA

Layne brings 13 years of experience in the graphic arts industry to his clientele. 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. Dealing 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.

**D U N N**

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