

David Armano

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Background

I help organizations transform and build their brand in an increasingly digital, dynamic and real-time business environment.

I do this by focusing on the intersection of strategy, creative and business—directing multidisciplinary teams who deliver world class brand experiences. I've worked with global organizations including HP, United Airlines, Adidas, Allstate, P&G, WW Grainger, Miller Coors, eBay, Blue Cross Blue Shield, Kellogg's, LEGO and U.S. Dairy to name a few. In short, I help deploy digital-centric and strategic integrated marketing solutions which deliver real world business results.

Career Highlights

- *Worked directly with the CEO of the US Dairy association (DMI) to transform how the organization engages with key industry stakeholders resulting in the launch of "Where Good Comes From", the industry's "newsroom", Dairygood.org and social media across Facebook, Twitter, Pinterest etc.*
- *As one of Edelman's first "social" hires—I consulted with our clients in the space, re-launched Edelmandigital.com and Twitter presence (over 50,000 followers) while partnering with the firm's global digital chair to set the strategy for the practice, which grew from 250 to over 1000 since 2009, currently representing over 20 percent of Edelman's total business today.*
- *Recognized as an active practitioner and influential authority in digital marketing, social media, and business strategy with an organic following on social channels exceeding 100,000 followers/subscribers. I have contributed to a [variety of outlets](#) including Harvard Business Review, Ad Age, Adweek, Forbes, World Business Forum and TED amongst others.*
- *Led multidisciplinary team which aided in transformation of Grainger.com into the leading e-commerce platform in category. Current sales from the Website represent over 30 percent of total revenue.*

Experience

Edelman: Global Strategy Director, 2013-present

I am responsible for partnering with some of Edelman's largest accounts based in the U.S. possessing global reach, with a focus on integrated marketing strategy. Clients currently include: United Airlines, Barilla, U.S. Dairy, Nissan, Taco Bell and Mitsubishi Heavy Industries. I also lead multiple partnerships with the firm spanning from employee advocacy to data science and artificial intelligence. I help Edelman develop new services and offerings which promote growth and competency for the firm.

Managing Director (Chicago), 2012-2013

As Managing Director for the digital practice of Edelman's central region, I was responsible for the vision of the group as well as managing the P&L (\$14+M in revenue). During my time in this role, I made several [transformational hires](#) in creative, strategy, project management and technology and landed new business from Humana, PayPal & LEGO.

Senior Vice President—Executive Vice President Global Innovation, 2009-2012

I was promoted from SVP, Digital to EVP Innovation in less than two years at Edelman. During this time accomplishments included:

- Formalization of community management methodology (makes up approximately 40 percent of revenue for Edelman's digital P&L globally)
- Launch of [Social Business Planning](#), Influence Mapping, and [Social Intelligence Center](#)

Dachis Group: Principal (Austin), 2009

As an early hire for the world's first social business consultancy, I helped define and rollout the positioning and service offering while working with original team and initial clients.

- Identified and made introductions to strategic acquisition candidates (Xplane acquired in 2010)
- Won new clients (Estee Lauder) consulted with Coke, Intuit and others
- Development of thought leadership ([Social Business By Design](#))

Critical Mass: VP Experience Design, 2007-2009

Led a group of 40+ multidisciplinary individuals in Chicago's Critical Mass office focused on digital marketing solutions built upon an intimate understanding of the total customer journey. Assisted in new business development, marketing and communications, including acting as editor and contributor to the company blog, Twitter and internal network.

- Launched "Pampers Global Village"—P&G's branded consumer forum for parents
- Sourced (and won) new business from Adidas (over two million incremental revenue to firm)
- Launched new social platforms including agency's Twitter profile, "Always in Beta" video streaming platform and trained staff and clients on social media
- Published multiple thought leadership platforms including "[Micro Interactions](#)" and regularly produced content for Advertising Age & earned media coverage in trades

Digitas: VP Associate Creative Director, 2005-2007

Brought interaction design, copy and creative disciplines together to collaborate on projects ranging from large scale Websites, digital campaigns and the strategies behind them.

- Successfully launched multiple initiatives for clients such as Blue Cross Blue Shield, Allstate, KitchenAid, Miller Brewing, Fifth Third Bank, and Ferguson
- Educated/trained employees in North America on social media, specifically blogging

Agency.com: Senior Creative Director, 2000-2005

Developed break-through work for clients HP, Bally Total Fitness, Kay Jewelers, Nuveen Investments and Grainger among others. Promoted from Creative Director to Senior CD, I Led collaborative efforts stemming from Designers, Art directors, Information Architects, Site Developers and Copywriters and conducted annual reviews for creative staff.

- Led creative/user experience team for Grainger, the second largest long term client for office
- Drafted creative briefs and helped develop online strategies for a variety of clients while proactively initiating value-add efforts which drive incremental business

Chicago Tribune: Interactive Designer, 1997-1999

Planned and designed interactive stories and features. Maintained integrity of visuals throughout site (www.chicagotribune.com) and directed production designers.

- Created animations and interactive graphics which pushed the envelope of online journalism—aiding the Tribune in becoming an early innovator in the field
- Collaborated directly with editors, brainstorming on concepts resulting in original content

Education and Affiliations

Pratt: BFA Magna Cum Laude, Computer Design / Visual Communications (dual major)

Affiliations

- Advisory Board Member, Dynamic Signal (Enterprise Technology)
- Voting Member, Marketing Hall of Fame
- Board Member, Chicago Advertising Federation (2015-16)
- Advisory Board Member, Appinions, (Influencer analytics platform—since acquired)

Publications

Adweek: [More Than Ever, Strong Brands are Focused on Bridging Their Value and Values](#)

Adweek: [Five Types of Activism Every Brand Should Prepare For](#)

Fast Company: [Why We Need "Intrepreneurs" Now More Than Ever](#)

Forbes: [Six Things Every CMO Should Be Watching](#)

Harvard Business Review: [The Future Isn't About Mobile: It's About Mobility](#)

References made available upon request