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# JEFF SWYSTUN

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LINKEDIN.COM/IN/SWYSTUN/

SWYSTUNCOMMUNICATIONS.COM

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## OBJECTIVE

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Helping leading brands and brands wanting to lead through world-class marketing and bottom-line business development.

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## SKILLS

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Brand and Marketing Strategy  
Corporate Communications  
Thought Leadership  
Talent Attraction and Development  
Communication Organization Design  
Writing and Speaking

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## EXPERIENCE

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### EXECUTIVE CMO | SC COMMUNICATIONS

July, 2012 – Present

- C-suite consulting in brand and marketing strategy.
- Corporate communications, go-to-markets, thought leadership, and business development.
- Global re-brandings, 8 figure budgets, and 100+ headcounts
- Clients: Facebook, Ralph Lauren, Google, McCann, Schneider Electric, Deloitte Digital, KFC, KPMG, NATO, and BOND.

### CHIEF COMMUNICATIONS OFFICER | DDB WORLDWIDE | NEW YORK

March, 2007 – June, 2012

- Led communications across 200 offices in over 90 countries for 10,000 professionals, reported to the CEO, member of the executive, leader to 150 communication professionals.
- Responsible for the brand, corporate communications, new business and corporate university.
- Clients: Target, Clorox, McDonald's, IKEA, and Pepsico.

### CHIEF MARKETING OFFICER | INTERBRAND | NEW YORK

January, 2001 – March, 2007

- Reported to the CEO responsible for branding, marketing, business development and the Interbrand Foundation.
  - Grew the business 5x over six years.
- Mentored 3 employees to become CMO's at creative agencies.
  - Clients: Tampa Bay Rays, HbC, Subway, and Nissan.

### VICE PRESIDENT CORPORATE MARKETING | ASSANTE | TORONTO

January, 1999 - February, 2001

- Reported to the CEO, responsible for brand development, product marketing, and integrating advisor networks.
- AUM and AUA double digit growth year after year



“A highly intelligent, energetic, focused communications professional and branding expert.

We were lucky to have Jeff. He pulled our communications from the Dark Ages into the 21st Century. A never-ending source of new ideas with the charisma and skills to have them implemented. Everyone at DDB, including me, learned so much from Jeff.”

**Bob Scarpelli, Former Chairman and Chief Creative Officer, DDB Worldwide**

“His energy is impossible to ignore, and he provided clear direction on the projects we collaborated on, but also inspired me to think

independently about what was possible. His ability to be a catalyst for others is one of his greatest traits. Indeed, he is a catalyst for individuals and organizations alike.”

**Erin O’Keefe, Head of Global Brand Management, KPMG**

“Jeff is an incredibly smart advertising and marketing practitioner that gets it! In the new world of interactive and social marketing he is one source I can truly trust and count on to shoot straight. His energy and enthusiasm are extremely contagious.”

**Eric Cosway, EVP and CMO, QuantumDigital**

**DIRECTOR GLOBAL DEVELOPMENT | POLLARD BANKNOTE | WINNIPEG**

January, 1998 - January, 1999

- Opened up three new markets
- Increased international revenue by 22% and built a team of 12

**PRINCIPAL CONSULTANT | PRICE WATERHOUSE | TORONTO**

January, 1991 - January, 1998

- Principal in the Marketing & Customer Management Practice
- Responsible for attracting and retaining clients, member of the global competitive intelligence program, global positioning taskforce; and designed and delivered marketing methodologies.
- Clients: Coca-Cola, Carswell Publishers, RBC, and Rogers.

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**EDUCATION**

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**DDB UNIVERSITY | 9 LEADERSHIP AND MANAGEMENT PROGRAMS 2007-2012**

OMNICOM UNIVERSITY | UNDER GRADUATE 2004 | GRADUATE 2006 | POST GRADUATE 2008

**PRICE WATERHOUSE EXECUTIVE EDUCATION | 12 PROGRAMS 1992-1998**

QUEEN’S UNIVERSITY | STRATEGIC LEADERSHIP PROGRAM 1997

**BACHELOR OF ARTS | ECONOMICS HONOURS | UNIVERSITY OF WINNIPEG | 1986**

UNIVERSITY OF WINNIPEG | P.R. CERTIFICATE 1994

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**INTERESTS AND ACTIVITIES**

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Guest Lecturer, Colombia Business School

Guest Lecturer, Rotman School of Business

Guest Lecturer, Dalhousie

Guest Lecturer, University of Western Ontario

Guest Lecturer, Wharton

Guest Lecturer, Queen’s





“Jeff is smart, driven, strategic and very funny. He sees business from 30,000 feet and knows how to mobilize groups large and small on a global basis while staying true to the central goals. I found his love of learning and information sharing contagious and inspiring. Everyone is better for having worked with Mr. Swystun.”

**Amy Hoffar Cheronis, EVP,  
Reputation & Communications,  
Leo Burnett**

“Jeff is a highly engaging and talented communications professional. He has grace under pressure, is always entertaining, and gives new meaning to "thinking fast on his feet." Jeff combines Canadian niceness with New Yorker irony and plain old smartness to yield great, practical solutions to communications issues.”

**Lisa Ponte Fazio, SVP, Market  
Research, iCrossing**

“Jeff is an incredibly talented communications expert. I enjoyed working with him because of his professional approach, visionary insights, bottom-line performance, and great presentation skills!”

**Jean Luc Devisscher, Head of  
PR and Marketing  
Communications, Nokia  
Siemens Networks**

Speaker at over 100 conferences in over 25 countries.

Editor of *The Brand Glossary* now published in four languages.

Author of *Why Marketing Works*, winner of the Publish or Perish contest and #1 in Advertising and #5 in Leadership on Amazon.

Quoted in over 250 publications including *Newsweek*, *WSJ*, *Advertising Age*, *Fast Company*, *BusinessWeek*, *Forbes*, *The Advertiser*, *Globe & Mail*, *BrandWeek*, *Marketing Magazine*, *Rolling Stone*.

Quoted in the books: *Brand from the Inside*, *The Nature of Marketing*, *Why Mexicans Don't Drink Molson*, *Business and Society*, *Online Marketing*, *Marketing Management*.

Appearances on CNBC, ABC, BNN, NBC, CNN, CTV, CBC, BBC.

Volunteer for Iron Man, Canadian Cancer Society, Canadian Ski Patrol System, Alpine Club of Canada

An outdoorist who espouses *Leave No Trace* principles, Jeff has worked with organizations around the world to share hiking best practices. He is an avid writer and reader who gets by on the golf course and tennis courts but most enjoys making custom hiking sticks and giving them a trail workout before gifting to others.

Favorite Quote:

***If you want to truly understand something, try to change it.***

Kurt Lewin

