

Marc Baraka Strauch – Professional Bio

My career spans executive leadership in technology marketing, business execution, public policy, and media production for B2B and B2C companies. A strategic marketer, entrepreneur and change agent, I am focused on building



an environmental and economically sustainable future through progressive, innovative and globally oriented software, cloud and green-clean tech and consumer lifestyle companies that see business as a catalyst for social evolution as well as profit.

I have been consistently ahead of the curve in the application of technologies for social innovation especially with regard to individual and collective consciousness. My clients use me for my strategic insights in business and convergence media and in-the-trenches marketing experience. I have worked with companies on most continents and most industrialized countries both on-site and remotely. I have traveled extensively in North America, Central America, Europe, India and parts of the Middle East and Asia and can travel as necessary to accommodate client needs.

My professional expertise is focused in four key areas.

Executive Leadership and Innovation

Writing and executing on business and go-to-market plans, implementing B2B and B2C marketing communications and advertising campaigns, product promotion and sales programs, hiring and building teams, budgeting and pro formas and project management; metrics-based success.

More than 20 years consulting experience with enterprise technology clients including Microsoft, Tata, Wipro, Intel, Cisco as well as B2C broadcast TV advertising campaigns with global brands such as Chevron, Levi Strauss, Osh Kosh, Quaker Oats and The Walt Disney Company.

More than 15 years experience in executive business leadership and go-to-market activities guiding early stage companies to make the leap from R&D to successful product commercialization.

Early stage companies include Forensic Scan (Co-founder and Director of Marketing) TagLikeMe (Co-founder and Director of Marketing), Topaz Bridge (Co-founder and CEO), NS8 (CMO, publicly traded), C2 Labs (online HDTV), Oregon Green Expo (Co-founder/Co-producer), marketing advisor to The Aisle New York (consumer flash sale website), Belief Genome (social media), Adelman Entertainment (new media) and WowTown (local consumer web services); business plan and GTM advisor to Clean Solutions (waste-to-energy), Biochar Global (green carbon), BluCo (clean-tech), NeoPower (green lighting), Verde Ventures (green real estate), and the Bliss Bar (superfood).

In 1996 I was one of the few people at Microsoft writing about the business value of the web to CXOs and by 1998 had helped create the Microsoft Business Value Team that used Options Analysis and off-the-shelf modeling financial tools to help IT and business thought leaders make financially-based business cases to CFOs, enabling account teams to close many multi-million dollar Enterprise Agreements totaling billions of dollars in sales.

Marketing and Go-to-Market Planning and Execution

More than 20 years experience implementing B2B marketing communications in print, web, video and interactive media with enterprise technology clients including Microsoft, Tata, Wipro, Intel, Cisco as well as writing business and marketing plans with enterprise product managers for Microsoft Premier Managed Applications, Microsoft Academy and Microsoft Windows Phone 7.

More than 15 years writing business, marketing and go-to-market plans and helping to execute on them for software and tech startups including TagLikeMe (consumer social search), Topaz Bridge (B2B, SAP & SharePoint), NS8 (B2C, VOD and digital rights management), clean-green startups including The Oregon Green Expo (B2C trade show), Verde Ventures, Clean Solutions and Biochar Global (B2B green tech and for B2C and consumer

lifestyle companies such as The Aisle New York (bridal flash sale), Tunaverse (iPhone photo/video app), Emdigo (mobile advertising) and Mogul Media (interactive media).

Content Strategy, Development and Copywriting

More than 20 years experience writing copy and developing content for a wide variety of B2B and B2C brand and direct response customer- and internal-facing marketing communications, including customer evidence, white papers, brochures, executive presentations, product demo scripts, training curricula, data and sell sheets, battle cards, FAQs, voiceovers, testimonials, press releases and other PR-related documents, as well as ad headlines and copy.

Work in all media: print, web, video, social, broadcast TV, animation, multimedia and audio; worked as creative producer direct with art directors, advertising and marketing agencies, developers, interactive artists, musicians, dancers, choreographers and filmmakers.

Clients include some of the tech industry's best: Microsoft, Cisco, Intel, Tata, and Wipro as well customer evidence marcom through Microsoft for more than 300 global brands including AMD, Austrian Ministry of the Interior, AvanaDe, AXA, Bosh, BP, Cap Gemini, CIGNA, Credit Suisse, Dell, DuPont, Ernst & Young, HP, Home Shopping Network, Lexis-Nexis, Mercedes Benz, Nabisco, P&G, Samsung, Satyam, Spanish Ministry of Tourism, Unisys, University of Texas, Xerox Global Services and more.

Media Production; Creative Producer and Writer

More than twenty years experience in enterprise and startup environments working with all types of creatives including art directors, filmmakers, interactive designers, artists, dancers and musicians to create B2C and B2B brand and direct response campaigns in all media: video, multimedia, animation and print for online, broadcast, mobile and print venues.

Media projects include broadcast commercials, advertising, product demos and promotion, customer evidence, events, corporate portraits, crowd funding and live streaming.

Media for leading technology and consumer companies as well as arts and advocacy organizations including Microsoft, Tata, Wipro, Allianz, AXA Financial, David Lynch Foundation, Donovan, 13 Indigenous Grandmothers, Dancing People, Vajrasa Dance Ensemble, Devadasi Dance, Washington Environmental Council, Tidal Wave Group, Vortex, MUM and more.

Advertising agencies include Chiat Day, McKann Erickson, Ogilvy and Mather and Y&R as customer engagement manager of broadcast commercials for Anderson Windows, Levi Strauss, Osh Kosh, and Walt Disney. In 1989 I was amongst the first to recognize the rapidly emerging Hispanic market and produced US commercials for Y&R in Spanish for Chevron and Quaker Oats that were broadcast on Telemundo and Univision.

Education

MA, David Lynch Program in Film, focused on narrative storytelling.

MUP, Urban Planning, City University of New York, strategic planning, organizational management, public policy.

Water Resources, Woodrow Wilson School of Public Policy, Princeton Univ.

BA, Economic Geography, State University of New York.

BS, Environmental Science and Public Policy, State University of New York.

Post-graduate courses in organizational psychology, finance, marketing, depth psychology, and neurobiology of consciousness.

Media courses in screenwriting (UCLA and AFI), visual story structure (Alex Buono/SNL), film producing (AFI and Dov Simens), DSLR cinematography (Canon Digital Media), film finance (AFI and John Cones), film editing (Gary Lundgren) and visual storytelling (*Photography At The Summit*, Jackson Hole, WY with National Geographic & US News & World Report photographers).