

Strategic leader with a knack for creative innovation. Skilled in merging human-centered design with strategic planning to craft business transformation. Known for mentoring teams in adapting and thriving amidst change. An innovator adept at using generative AI to reshape processes with an emphasis on operational excellence.

Chief Strategy Officer | LaFleurOne | 2022 - Present

A growth insights company holding LaFleur marketing and Orchard Insights market research companies.

- Spearheaded strategic planning and secured stakeholder buy-in for acquiring a market research firm valued at \$8 million.
- Led the strategic and operational integration of a marketing AI startup, overseeing its management.
- Revolutionized service offerings through using of Generative AI tools, boosting firm revenue.
- Launched strategic workshops that generated over \$100K in revenue in the first year.
- Reorganized the company structure to a flat hierarchy, enhancing agility and collaboration, which fueled innovation and increased creative output.
- Crafted and implemented a marketing strategy that reduced customer acquisition costs by 44% and increased signed clients by 19%.
- Developing both national and local strategies for a client base in markets from coast to coast.
- Streamlined processes for Orchard Insights and identified automation opportunities to enhance efficiency and scalability.
- Played a pivotal role in the conceptualization of Orchard Insights self-service AI tool, broadening market accessibility to AI solutions.

Creative Director & Design Strategist | LaFleur Marketing | 2020 - 2022

- Enhanced a key account's, Crowe consulting, engagement by 25% to \$1.5 million annually through strategic relationship building and value-driven design thinking.
- Initiated strategic engagements with a Crowe Consulting, introducing a modular content strategy for RFPs and piloting the use of large language models (LLMs) to enhance cross-business unit offerings.
- Achieved a 15% growth to \$597k post-rebranding, surpassing expectations.
- Developed a human-centered, data-driven design process that transformed a service line into a profit center and significantly increased demand for branding services.
- Led marketing strategies firm-wide. Directed a Gold ADDY-winning campaign that resulted in a 10% increase in signed cases and a substantial revenue boost.

Associate Creative Director | Highland Group | 2018 - 2020

A creative studio specializing in branding and marketing design. Clients included: Steelcase, Primera Plastics, AvaSure, Emmanuel Hospice, ADAC Automotive.

- Directed various projects for several retainer clients, including rebranding, brand strategy, branded spaces, web design, digital advertising, video, and marketing collateral.
- Developed new processes for the design team to handle digital and SEO-based work.
- Responsible for directing several design team members and freelancers to achieve high-quality designs that meet brand voice and strategic vision.

Principal | W&Company | 2010 - 2013

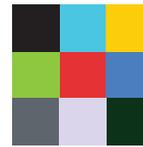
A creative brand and design studio. Clients included: Audible, Humana Insurance, Diesel, Godiva, and Deloitte

- Working with CEOs and leadership teams on brand strategy and marketing initiatives leveraging customer research to drive successful launches and achieve award-winning creative outcomes.
- Innovated and led design thinking workshops, delivering groundbreaking solutions by integrating deep qualitative and quantitative audience insights, enhancing client engagement and satisfaction.
- Employed analytics to refine digital product strategies, resulting in improved user experiences and client product performance.

Creative Director / Partner | Kern+Lead | 2009 - 2013

A creative studio specializing in brand development and responsive design. Clients included: Hampton Inn, Levi's, Readers' Digest, Dedon and BluePrintCleanse.

- Led multiple brand digitization initiatives, amplifying client presence and engagement in digital spaces; from furniture (Dedon) to health care (Humana).
- Helped launch fifteen start-ups over four years, providing brand and digital strategies.
- Drove 100%+ business YoY growth for three years through strategic client relationships.



WILLIAM McDERMOTT

Creative Strategic Leadership

Contact

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Portfolio

willmcdermott.me

Education

Virginia Commonwealth University
Bachelor's of Science - Marketing

Awards

Gold Addy 2023
American Advertising Association
GDUSA 2015
American Design Award
GDUSA 2015
American Design Award
GDUSA 2014
American Web Design Award
SPD Merit in Photograph

Professional Development:

Advisor, AI Program, Cornerstone University (Ongoing)
Candidate, Strategic Artificial Intelligence Program, Cornerstone University (In Progress)
Candidate, Specialization in AI & Creativity, Parsons School of Design (In Progress)

Selected Certifications:

Business Strategy Specialization, University of Virginia, 2023
Artificial Creativity Certificate, Parsons School of Design, 2024
Business Administration and Management, Quantic School of Business and Technology, 2022
Design Strategy, University of Sydney, January 2020
Systems Design Thinking Certification, Cornell University, 2020
UX/UI Specialization, California Institute of the Arts, 2020
JTBD-ODI Fundamentals Training, Strategy, 2022

Thought Leadership:

Contributing writer on Medium with a focus on Generative AI in strategic development.

[*The Organizational Gap We Can't Ignore*](#)

[*Redefining Value in the AI Era: The Rise of the Creative Hour*](#)

[*When Will the Future Be "Now?" Preparing for AI-Integrated Search*](#)

Public speaker on AI integration strategies at professional conferences and local business forums.

Presenter, **Connectionology**, 2023: Delivered insights on integrating AI operations and compliance to a diverse group of legal professionals.

Presenter, **Chamber of Commerce**, Grand Rapids, MI, 2023: Led a discussion on operationalizing Gen AI into your business to a diverse group of local businesses.

GPTs Created:

Jobs To Be Done Mapping tool, used as a baseline for personal creation and product testing.

Creative Director Assistant, used in the creative process to help facilitate ideation, creative-brief fit, and technical design.

Marketing panels, used for concept testing and role playing.

Technical Skills:

Generative AI Platforms: Advanced proficiency with Open AI's GPT-3, Google's Gemini, and others.

Data Analytics & Visualization: Proficiency in Thoughtspot, Google Analytics, Excel.

Project Management Tools: Familiar with Asana, Trello, Scoro.

Design & Prototyping: Competent in Sketch, Adobe XD, Figma.

Design Thinking Tools: Advanced proficiency with Miro, Mural.