

David Garrison

Managing Partner at The Brytemoore Group

New York, NY, US

Executive adviser on operational branding and the development of experts.

David builds and leads marketing, brand, and strategy teams. His work with a range of companies as a management consultant, as an entrepreneur, and as a marketing leader has provided him with insight into the ways exceptional strategy and marketing are developed and executed. He speaks on the ways that companies can meaningfully demonstrate their brands, on marketing strategy and operations, and on the decision tools that enable organizations to bring life to the strategies they create.

As Founder & Managing Partner at The Brytemoore Group, David leads a team of experts in the five disciplines at the core of Operational Branding: strategy; research; communications & engagement, paid & integrated marketing; and organization & culture.

David has served as an adviser to senior agency and client teams in a range of settings. He founded and led the Brand and Marketing Strategy practice at Edelman Consulting, the management strategy consulting arm of the world's leading communications agency, and has held roles as CMO of Indaba Music and Director of Strategic Initiatives at SS+K. Prior to SS+K, he spent several years consulting with Katzenbach Partners (now Strategy&) and co-founded Remède Naturopathics, the leading clinic for naturopathic medicine in New York.

David has long been involved with non-profits and in the Arts. He is Chair of the Board of PROOF and has consulted for and advised a wide range of organizations, including the Ontario Arts Council, the New York Association of Naturopathic Physicians, and the Nathaniel Dett Chorale.

David has an MBA from the Tuck School of Business at Dartmouth and a BA from McGill University in Montreal.

Keynote, Moderator, Panelist, Workshop, Corporate Training

Advertising/Marketing, Management Consulting, Public Relations and Communications

Operational Branding, Brand Strategy, Marketing Strategy, Strategic Communications, Expert Talent Development, Expert Marketing

PROOF: Media for Social Justice

Guest Lecture: An Intro to Operational Branding

MS in Communications Practice

Guest Lecture: Applying an Operational Branding Lens to Communications Strategy

MS in Communications Practice

The Thriving Patient Relationship: A Practical Approach to Building a Lasting Patient Relationship Through Your Dispensary
American Association of Naturopathic Physicians 2014 Annual Conference & Exhibition

McGill University
BA Economics

Tuck School of Business at Dartmouth
MBA

Tuck Executive Education at Dartmouth
Executive Program Leading Innovation: From Idea to Impact

2012 Eddy Award for Innovation

The Eddy Awards recognize Edelman employees and engagement teams for consistent effort in advancing the caliber of Edelman's work. This award recognized achievements in developing a combined qualitative and quantitative model for identifying, prioritizing, managing, and tracking emerging strategic communications issues across a global client organization.

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