

# Whitney Vosburgh

**Interim CMO at McKesson**

San Francisco, CA, US

BRAND NEW PURPOSE | Strategy | Branding | Marketing | Community | Social Enterprises | Value Co-Creation | Collaboration | Sustainability

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## **Biography**

Co-Founder at Brand New Purpose: creating brand new opportunities for leaders, brands, organizations and communities making them better together.

“CORE PURPOSE is the organization’s fundamental reason for being.”

~ Jim Collins & Jerry Porras, Built to Last

> Bring brands and communities together for sustainable value co-creation and collaboration. Work with leaders, brands, and organizations to create lasting win-win relationships in new sharing economy.

EXECUTIVE Creates purpose out of passion; builds high performance teams and passionate communities; identifies greatest potential market for organizations and their offerings; maximizes entry and performance in marketplace and conversation economy.

BRAND + DESIGN STRATEGIST Builds brands from inside out by merging marketing and brand management with organizational and community development. Creates capacity to face and solve business challenges by finding answers within organization’s own roots and ecosystems.

MARKETER Strategizes, concepts, manages, and measures efficacy of full spectrum of go-to/marketing campaigns and conversations: branding, mobile, social, guerrilla/viral, interactive, advertising, marketing communications, events/experiences, and employee motivation/retention.

COMMUNITY BUILDER Creates branded communities through community research, planning, engagement, and growth strategies. Brand building is morphing into branded community building, particularly with advent of collaboration economy and social capital, powered by mobile, social media, and new payment platforms.

CLARITY CATALYST Identifies core organizational strengths, then builds successful branded businesses and organizations around them. Provides strategic, marketing, and organizational expertise to diminish execution risk and increase value of organizations, their products, services, and solutions. Works with organizations to leverage brand strength across multiple distribution channels, industry sectors, and communities.

CHANGE AGENT As Interim Executive, has transformative impact on organizations, teams, and bottom line going well beyond consulting.

MIDDLE AGE SAGE Founder of Second Act, an online and offline community group for Second Actors (mid-lifers) seeking:

- CHARGE: discover individual purposes and passions
- CHANGE: affect personal transformation and real world impact
- COMMUNITY: create deep, profound, lasting purposes and passions

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Corporate Leadership, Corporate Training, Business Services, Religious Institutions, Arts and Crafts, Professional Training and Coaching, Advertising/Marketing, Management Consulting, Public Relations and Communications, Graphic Design

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## **Areas of Expertise**

Branding, Purpose, Community, Middle Age, Collaboration, Life Transitions, Sharing Economy, Pilgrimage, Spiritual Awakening, Social Enterprise

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## **Affiliations**

Conscious Capitalism

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## **Education**

### **Graduate Theological Union**

M.A. in Social Change Community Building in Second Half of Life

### **Parsons School of Design**

B.F.A. Communication Design

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## **Accomplishments**

**Walking 1,000 Mile, 1,000 Years Old Pilgrimage in Traditional Rural Japan**

<http://pilgrimpath.com>

Research: 2001-2008

Pilgrimage: 2009-2012

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