



**BRIAN LEE CAMPBELL**

*Partner/Managing Director*

- **25 years of experience in the communications world**
- **Strategist and lead on hundreds of complex marketing initiatives**
- **Award-winning designer consistently recognized at the national /international level**
- **Recognized authority on creating / building brand image**
- **Emerging entrepreneur, dedicated to a new and better way of doing business**

Brian has been routinely recognized for his expertise in developing results-driven marketing communications. Over his effective, 25-year career, he has earned the respect of hundreds of client organizations for his creative talents, as well as his ability to direct teams, programs and projects, to successful conclusion. He is well known for the pivotal role he plays in image-definition, strategic communications planning and integration of marketing disciplines, and his skill in facilitating the creative process and enabling consensus building.

His “portfolio” includes essentially every area of the visual and communications arts, including identity systems, marketing and sales collateral, advertising campaigns (print and broadcast), direct mail, employee publications, benefit communications, financial communications, community outreach programs, multi-media presentations, exhibit/signage design and Web site development.

Brian has won numerous professional awards and continues to build his reputation as one of the most talented and successful designers in the nation. He has also demonstrated a keen understanding of brand principles and marketing strategies, and has led and implemented powerful image-building programs for clients in many businesses and industries.

His work has addressed the varied and demanding needs of a diverse mix of clients: from Fortune 500 companies to start-ups; from federal agencies to non-profit organizations. Some clients include: ABB, Alcoa, AutoNation, Bayer, CBS, Cerdec AG, Co-exprise, Duquesne Light, Federated Investors, National Science Foundation, PPG Industries, READ!365, Respiroics, Strategic Energy, STEVENS, Texas Instruments, U. S. Depts. of Energy / Transportation / Defense, Verizon, Vocollect, Westinghouse and Wheeling Jesuit University.

Prior to co-founding Third Planet Global Creative, Brian was EVP and Chief Creative Officer for Desbrow – a full-service Pittsburgh agency in business for 24 years. He also previously served in senior creative engagements for other Pittsburgh-based design, consulting and communications firms, as well as firms in Texas and California. Throughout his career, he has held increasingly responsible positions both in the design field and in business management and, he has directed and mentored many staffs, large and small – as each position has enabled him to grow in his skills and resolve to exceed customer expectations.