

Clay Langdon. Director of all things Marketing

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Experience: Full stack brand, customer experience, marketing strategy and execution

I've got 10,000 hours+ in primary research, analytics, marketing strategy, brand development, creative planning, media ecosystem and customer interface development, project management and creative execution. I've worked with agencies and clients in just about every category and scale from startup to global leader. I'm looking to join or partner with a team that needs an experienced team player and orchestra conductor.

Present - 2018 **Chief Tuner.** [TUNER](#) is a brand development consulting practice with brand and agency clients. I'm a coach, advisor, creative developer, planner, researcher, insight miner, strategist and sounding board in most realms of brand and content development and serve as a periodic marketing director for companies that are just starting out or going through some kind of fundamental change. I like to sort out ideas and organize teams and process for success.

Category adjacent clients: [Accruent](#), [PrairieDog Venture Partners](#), [Intrepid Equity Investments](#)

2018 - 2006 **Head of Strategy:** I joined [McGarrah Jessee](#) in 2007 as its twenty-second employee to bring full-stack planning to an agency committed to craft and originality in brand, creative, content and experience development. By my tenth year at the agency, I'd built and was leading a team of over twenty strategists across brand, creative, design and experience plus a wide network of specialists and periodic contractors in the realms of research, brand strategy, marketing strategy, creative planning, experience design, analytics and creative asset production.

Notable clients: [Frost](#), [Whataburger](#), [Costa](#), [YETI](#), [Guitar Center](#),

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2006 - **Strategy Group Director:** As a group director for [GSD&M](#), I managed and directed a team of five through primary and secondary research, creative planning, product development and media inspiration efforts for a portfolio of clients in diverse categories.

Notable clients: [Charles Schwab](#), [Dial](#), [Brinker International](#)

2004 - **Senior Planner:** [Merkley Newman Harty](#), [BBH NY](#).
1998 I served as senior planner for a couple of top-flight insight-driven brand, communications, advertising, content agencies. My role was to identify customer and market insight and make that information visible and useful to brand, creative, and media ecosystem developers.

Notable clients: [JetBlue](#), [Johnnie Walker](#), [BMW Motorcycles](#)

1998 - **Planner:** [MVBMS / EURO RSCG \(Now HAVAS\)](#)
1996 My first full time planning job was at MBVMS in New York. My role was to conduct market, media and customer research and develop marketing, advertising, and product launch strategies for a handful of agency clients.

Notable clients: [Volvo](#), [Airbus](#), [JP Morgan](#)

1996 - **Early career:** [Viacom](#) and [Nickelodeon](#)
1994 I started out as a financial analyst for Viacom (Now Viacom CBS / Paramount), where I projected net cash from operations for the portfolio, then switched to being an entertainment analyst and reader for Nick. Here I gained an early, holistic perspective on marketing, media, and content development. My experience at Nick led me to an internship at Kirshenbaum bond and partners (now [Forsman & Bodenfors](#)), which introduced me to a career in marketing and creative strategy.

1994 – **Education:** [BA English](#) and [MBA](#)
1988 I got a BA from Vanderbilt University and then an MBA from the McCombs School of Business at the University of Texas. I then moved to New York to pursue a career in media.

More: Along the way, I've burnt midnight oil as a freelancer and contractor for brands and agencies. Many of these engagements were to collect insight in primary research to bring focus to brand and creative development. I've also built internal agency teams and developed process for distributed marketing teams and complex multi-channel creative development projects. In any group, I'm quick to find my way to a useful role within the organization.

Notable side-hustle clients: [Bank of America](#), [Royal Bank of Canada](#), [John Wayne Cancer Foundation](#)

I've served as a mentor for [Techstars](#) Austin and as a strategic advisor for [Biomimicry](#) Texas, guest lecturer at the University of Texas [Moody School](#) of Communication, and schools of business at the graduate and undergraduate level.

My interests include music (playing piano and guitar), building and architecture, macroeconomics and economic history.