

MARK ALLEN

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Mark is responsible for developing, managing, and deploying creative teams to achieve business objectives through compelling communications. He supports business success by helping clients clarify processes that are critical to their initiatives.

Mark's 20+ years of experience with major consulting firms and their fortune 500 clients allow him to share insights on how to truly connect with audiences to improve sales, training, knowledge sharing, and change management.

As a consultant, Mark collaborates with clients to understand their audience information requirements and the best means to convey messages. Considerations include demographics, location, technology access, and of course interests! Messages that are interesting, creative, and meaningful support the favorable impressions that bring business results.

Mark recently spent five years as a design director with Mercer Delta Organizational Consulting. Mark built an editorial and design department that created development materials for "C-suite" executives around the world, helping them to be more efficient leaders. As the business tripled in size over five years, Mark's team delivered an average of ten programs a week to Novartis, Bank of America, Nike, Washington Mutual, Time Warner, and other well-known enterprises.

Mark worked for eight years as a senior consultant in Andersen and Accenture, where he developed and led an experience design practice for global clients who required user-friendly interfaces, multimedia tools, and print communications. Mark was nominated for partnership in 2001 for his contributions, the first design degree-holding candidate to be so honored.

Mark has also served as the creative leader for Accenture design teams within the Industry Markets and Packaged Knowledge groups and the Northbrook Technology Park. These groups developed marketing communication programs for change management, technology assessment, software development, and other industry lines.

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MARK'S PROJECT MANAGEMENT, CONSULTING, AND INDUSTRY EXPERIENCE INCLUDES:

Developed a \$2.5 million dollar redesign of marketing for a financial services client.

Developed communications plan for IHG's new hotel opening program.

Directed brand and corporate identity standards program for large law firm.

Provided marketing, education, recruiting support to Accenture & Andersen.

Conceived and developed popular intranet site which more than quadrupled traffic.

Global Center of Excellence Director in Andersen's Experience Design practice.

REPRESENTATIVE CLIENTS

Accenture
Arthur Andersen
Mercer, MMC
Oliver Wyman
InterContinental Hotels Group
Underwriter's Laboratories
Sara Lee Foundation
Merrill Lynch
Nike
Nordstrom
Novartis
Hewlett Packard
Hoffman Construction
Unilever
Baxter