Designers Love Solutions—Let's Create One for Our Diversity Problem

Over the course of my career, I've noticed most design organizations—from multinational corporations to startup agencies—have a shared problem: Their teams don't reflect the world we live in. Diversity in the design community is minimal at best.



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Recommended articles
https://www.adweek.com/creativity/designer-diversity-problem/

Lessons Learned During My First NFT Adventure

I bought my first NFT and it was a Stoner Cat. Meet "Hammie,"

a character voiced by Chris Rock from the series Stoner Cats, starring Jane Fonda, Ashton Kutcher, Mila Kunis, Seth MacFarlane, Vitalik Buterin (the creator of Ethereum) and Chris Rock.



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Recommended articles
https://www.adweek.com/media/lessons-learned-during-my-first-nft-adventure/

How Reworking My Schedule Is Helping Me Rewrite the Working Supermom Myth

My personal pandemic parenting low point came when my toddler ate a fistful of deconstructed granite from our work-in-progress patio.



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Recommended articles
https://www.adweek.com/agencies/how-reworking-my-schedule-is-helping-me-rewrite-the-working-supermom-myth/

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5 Things I Learned While Leading a Major Rebrand

One year into my role as CMO after joining Exos in the middle of the pandemic, we’ve refreshed the brand to help more people than ever before accomplish their most audacious fitness goals. Here’s what I’ve learned:



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Recommended articles
https://www.adweek.com/inside-the-brand/5-lessons-leading-major-rebrand-exos-tj-abrams/

Drive-Thrus, AI … and Empathy

In 2019, McDonald's acquired the startup Apprente, which specializes in voice ordering, and created McD Tech Lab. This meant ordering via bot vs. human, reducing staffing needs and during the pandemic, used by some fast-food chains to reduce employee-to-customer interaction.



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Recommended articles
https://www.adweek.com/media/drive-thrus-ai-and-empathy/

DEI Efforts Must Account for Neurodiversity

If your brand is truly focused on connecting with all consumers, it needs to consider individuals with learning and thinking differences in its diversity, equity and inclusion (DEI) efforts. Marketers have realized the power and influence diverse consumers have—but they're missing the mark when broader DEI initiatives don't speak to the more than 70 million people with learning and thinking differences, such as ADHD and dyslexia.



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Recommended articles
https://www.adweek.com/brand-marketing/dei-efforts-must-account-for-neurodiversity/

Prep Your Newsletter for a

Post-Cookie World

The future of advertising is in privacy and authentication, with publishers taking control of data by building direct relationships with audiences. A common misperception is that adapting to such a tectonic industry shift requires vast financial or technical resources. In reality, all it takes is transparency—and the right strategy.



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Recommended articles
https://www.adweek.com/brand-marketing/prep-your-newsletter-post-cookie-world/

It’s the Longest Holiday Shopping Season Ever. Can Brands Beat Music Fatigue?

It’s the most wonderful time of the year—already.



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Recommended articles
https://www.adweek.com/creativity/longest-holiday-shopping-season-ever-brands-music-fatigue/

What to Keep in Mind When Revamping DEI Strategies

For a long time, messaging regarding diversity, equity and inclusion (DEI) was by the calendar, rather than by the book. These organized observations are (and will remain) important, but merely drafting along behind them is no longer enough.



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Recommended articles
https://www.adweek.com/agencies/what-to-keep-in-mind-when-revamping-dei-strategies/

The Hot Takes About Facebook Going Meta Is a Symptom of Our Resistance to Change

Oh look, Facebook has decided to change its name.



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Recommended articles
https://www.adweek.com/brand-marketing/hot-takes-facebook-meta-symptom-resistance-change/