



## Mary Ann O'Brien

### **FOUNDER AND CEO**

A nationally-recognized branding and marketing thought leader, Mary Ann has been entrusted by some of the most successful brands in the world to help steer their strategic marketing and communication direction. Her business acumen, marketing expertise and ability to deliver results gives clients the confidence they need to make the strategic decisions required to grow. Recognized as a pioneer in the world of marketing and technology, O'Brien and her team have worked with some of the most respected and admired brands in the retail, educational, real estate, financial, medical, digital convergence and wireless industries, helping them to craft everything from big picture strategy to tactical integration and world-class advertising campaigns.

She has led national and global strategic initiatives for Intel, Microsoft, Sony, Gateway, Stericycle, Viewsonic, Creighton Heider College of Business, Advanced Auto Parts, Cobalt (formerly known as SAC Federal Credit Union), Borsheims Fine Jewelry,

Nebraska Crossing Outlets, Guide One, Olsson, Travel and Transport, Delta Dental, Mutual of Omaha Bank, AgVentures and Miller Electric among others.

Her insatiable drive to find new and better ways to market is matched only by her reverence for understanding the customer. She authored the O'Brien Voice of the Customer™ and Voice of the Employee™ studies, which have served as the foundation for numerous business success stories. Passionate about the power of businesses to transform communities for good, O'Brien champions ethical growth and considers winning an Integrity Award from the Better Business Bureau as one of the defining moments of her career.

She enjoys customer journey mapping and using customer data to help businesses improve the customer journey and raise revenue. An entrepreneur at heart, O'Brien often says, "working with OBI means growth for your company."