

Brian M. Lake

lake129@gmail.com
630.217.8191

Creative + Brand Marketing Executive

linkedin.com/in/brian-m-lake
bmlake.com

Creative Department Management	Budgeting + Media Planning	Marketing + Brand Development	User Interface	Content + Inbound Marketing	Business System Planning	Event Planning	Interactive Data Visualization	Crafted Storytelling
		Campaign Strategy	Social Media		Presentation Development	Digital + Print		Illustration

30+ years of award-winning solutions

1.3 million-dollar avg. marketing budget mgmt.

40 percent avg. contributed growth

Proven Leadership



Drive

leading-edge creative and marketing initiatives to aspire results and generate growth.



Lead

and nurture creative teams and resources to sustain collaborative and dynamic culture.



Craft

and execute strategic roadmap to produce smart, focus-driven integrated campaigns.



Adopt

trending technologies and digital solutions for maximum market analysis and discovery.



Budget

scheduling and tracking of annual marketing campaigns, events and internal resources.



Mentor

and influence junior team members to open their minds and exert skill sets to the next level.

Selected Achievements

Created

first interactive web-based media department for Tribune Media Services, leading the way to new product development.

Architected

campaign to successfully positioned Hyperion GP among the top 50 most valuable brands of 2018.

Co-invented

Thomson Reuters ENGAGE client and matter mgmt. solution, allowing for a streamlined, efficient means of project matter workflow, budgeting, and legal project mgmt. to outline teams and needed requirements.

Co-founded

Tribune Media Services WEBPOINT, the first web-based services dedicated to provide web content and resources to national newspapers and publications.

Recipient

of Tribune annual achievement award for excellence in contributing to firm growth and work product.

Recognized

two-time recipient of the annual HBR 'high spirit award' for excellence in team management, attitude and participation.

Professional Experience



**Director,
Brand Development**
Feb 2021 – present

Oversight and management of brand marketing and creative strategies, programs and campaigns that serve global industrial manufacturing.



**Vice President,
Marketing**
Jul 2018 – Aug 2020

Architect of successful integrated B2B marketing strategy to nurture brand awareness, industry credibility and client onboarding.



**Director,
Creative & Marketing**
Nov 2016 – Jul 2018

Delivered leading-edge thought leadership and research work product through various advisory programs and client interactions.



**Creative
Director**
Nov 1996 – Oct 2016

Contributor to firm's rapid growth through strategic business planning, automated marketing and timely creative execution.



**Creative
Director**
Jul 1994 – Nov 1996

Revitalized internal creative/marketing department and foundation for new product development initiatives.

Makings of My Success



Agile

I enjoy solving complex problems through logical, analytical way of working.

- Using reason to solve problems
- Focusing on objectivity
- Learn fast and constantly



Sociable

I prefer being around people and enjoy making new connections.

- Comfortable around people
- Energized by spending time with others
- Take an interest in others



Innovative

I stand out for my original thinking. I'm always looking to find a new angle to an idea.

- Ability to innovate
- Lateral thinking
- Love of new ideas



Unpretentious

I believe confidence doesn't equal competence. I continuously build upon my core strengths.

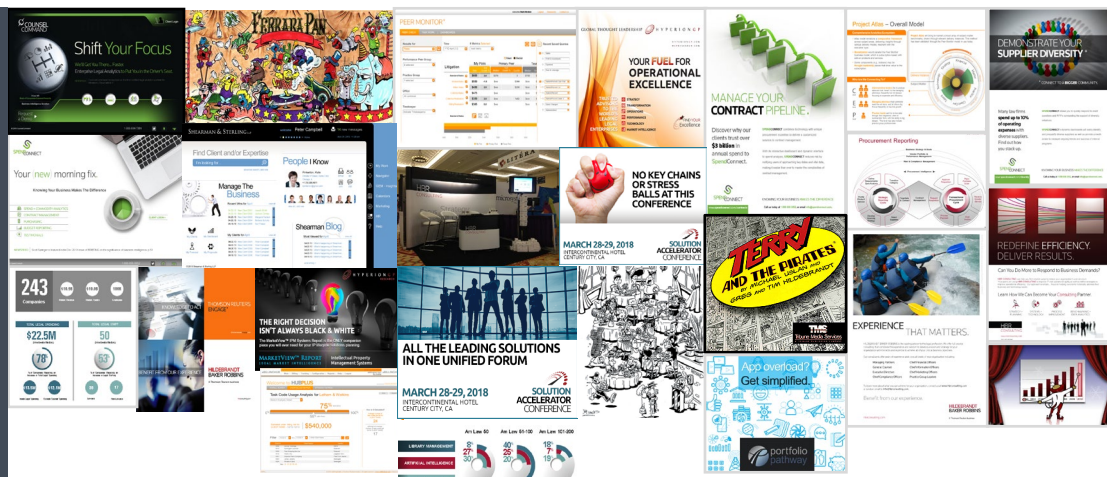
- Take nothing for granted
- Realistic about my abilities and limitations
- Always evolving my skill sets

Need More? Reach out today for the big picture.

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com



Industry
Experience

Corporate

Centrifuge Brand Marketing

Director of Brand Development
Feb 2021 – Sep 2025

Intelliflo (formerly Portfolio Pathway)

Vice President, Marketing & Brand Development
Jul 2018 – Aug 2020

Epiq (formerly Hyperion Global Partners)

Director of Creative and Marketing
Nov 2016 – Jul 2018

HBR Consulting/Thomson Reuters

Creative Director
Nov 1996 – Oct 2016

Tribune Media Services

Creative Director
Jul 1994 – Nov 1996

Independent

LawVision

Creative, Brand and Marketing
2009 – 2010

Southwest Re

Creative, Brand and Internet Design
2009 – 2010

Mnemosyne Foundation

Brand Management, Internet Designer
Aug 2001 – 2005

Align Matters

Creative and Brand Design
2013 – 2019

Deep Web Technologies

Creative Lead, Brand Management
2006 – 2009

Dawson Hackley Advertising

Creative, Brand Design and Consultant
1994 – 2002

Farley's Candy, Corp.

Illustrator, Package Designer
1990 – 1991

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Project Management

Led comprehensive division-wide brand, messaging, and web strategy for [SDI Long Products Group](#) to realign its business practices and methodologies.

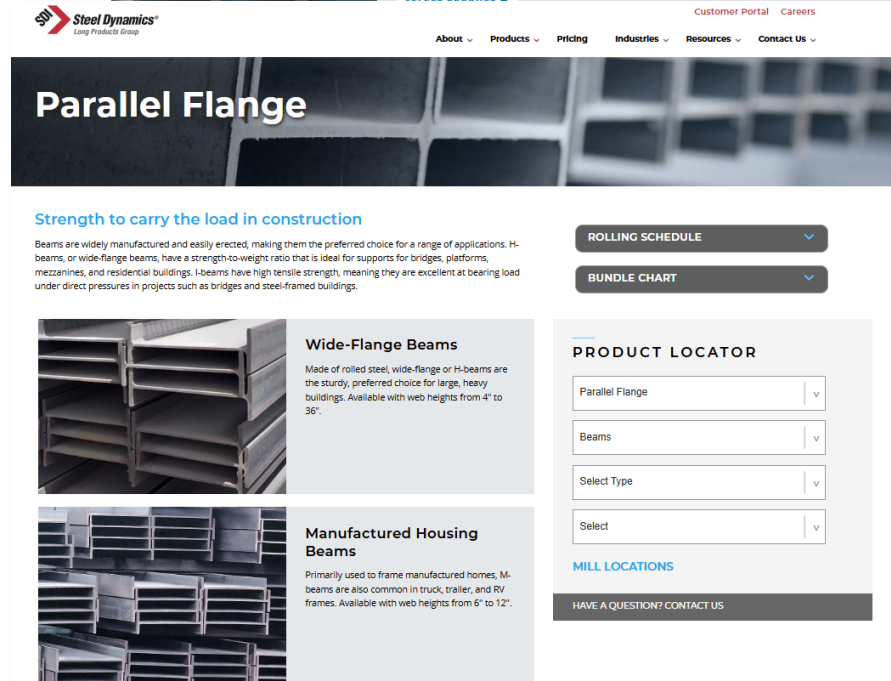
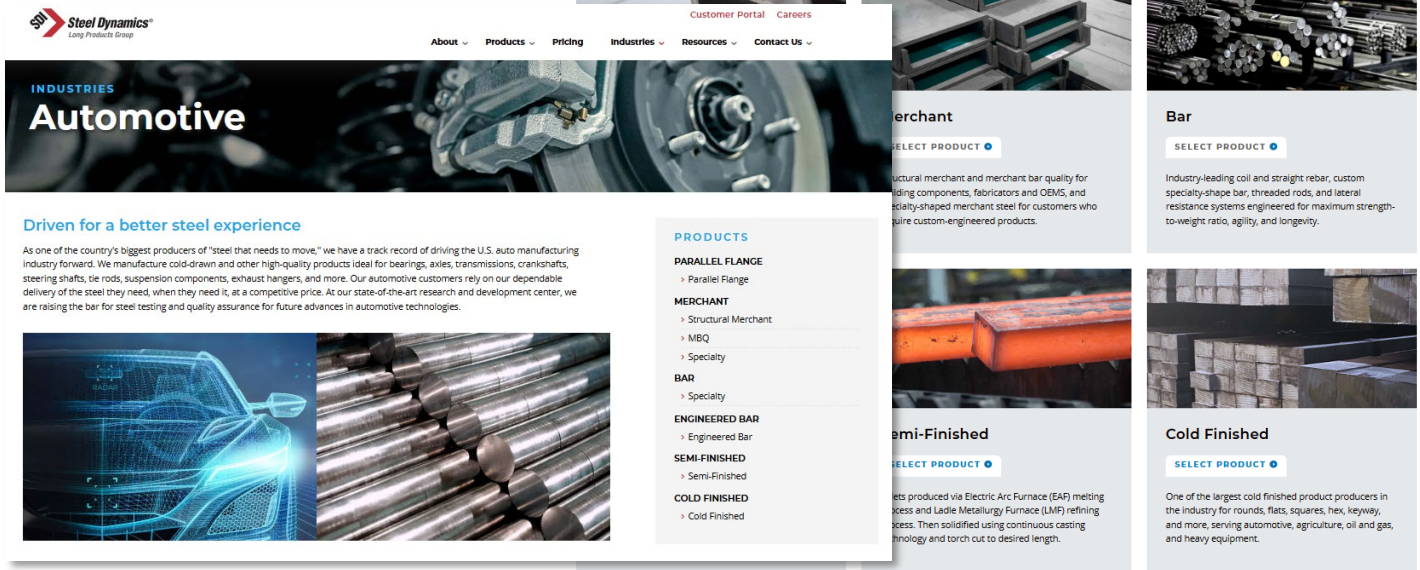
The result was a solution that prepared SDI LPG for new business opportunities, generate interest in partnering w/SDI Corporate, and reinforce its stance as a key leader in the steel market, better aligning customers with the products and information they need.



Building strong relationships on 4.4 million tons of steel

Steel Dynamics has committed to providing the best steel products and services to our customers for decades in the construction, automotive, heavy equipment, manufacturing, transportation, agriculture, energy, and pipe and tube markets.

Our mills have the capacity to produce 4.4 million tons of long product steel using state-of-the-art electric arc furnace (EAF) technology that produces fewer emissions. We supply a wide range of structural steel beams and shapes, rail, engineered special-bar-quality steel, cold finished steel, merchant bar products, and specialty steel sections.



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Project Management

Created, branded, and nurtured national campaign for Perma-Column titled [the Pro Builder Program](#).

Campaign successfully attracted post-frame builders and influencers to speak on why they use Perma-Column products and how Perma-Column helped grow their businesses. In return, builder service spotlights were prepared and promoted through dedicated web pages, social, and video interviews.

Kyle Stumpfenhorst
Rural Renovators – Illinois

Attention to detail on every building

Kyle Stumpfenhorst uses Sturdi-Wall® anchor brackets on every Rural Renovators project

"Strength." That's what Kyle Stumpfenhorst, founder and owner of Rural Renovators, relies on and looks for in the building components he and his team use in their post-frame projects. Strength results in buildings that last for generations, making each structure more valuable, more versatile, and easier to finance.

Perma-Column® products provide that strength.

"Everything we build is on Perma-Column, which sets us apart from other builders," Stumpfenhorst says. "Using these products gives our customers a better sense of security, knowing that their building is going to last long after we're gone."

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com



Deliverables

Project Management

Led multiple brand, marketing campaigns and promotional projects for [Burrow's Post-Frame Supply](#) that included web strategy, social media scheduling, brochure development, podcast outreach planning, and tradeshow booth design and management.

Also championed push for regional post-frame supply marketing research and campaigns for Barndominium industry working with [Stacey Lynn, The Barndominium Lady](#).

1 VISUAL APPEAL AND USABILITY

Consumers want a barn that looks great and functions well

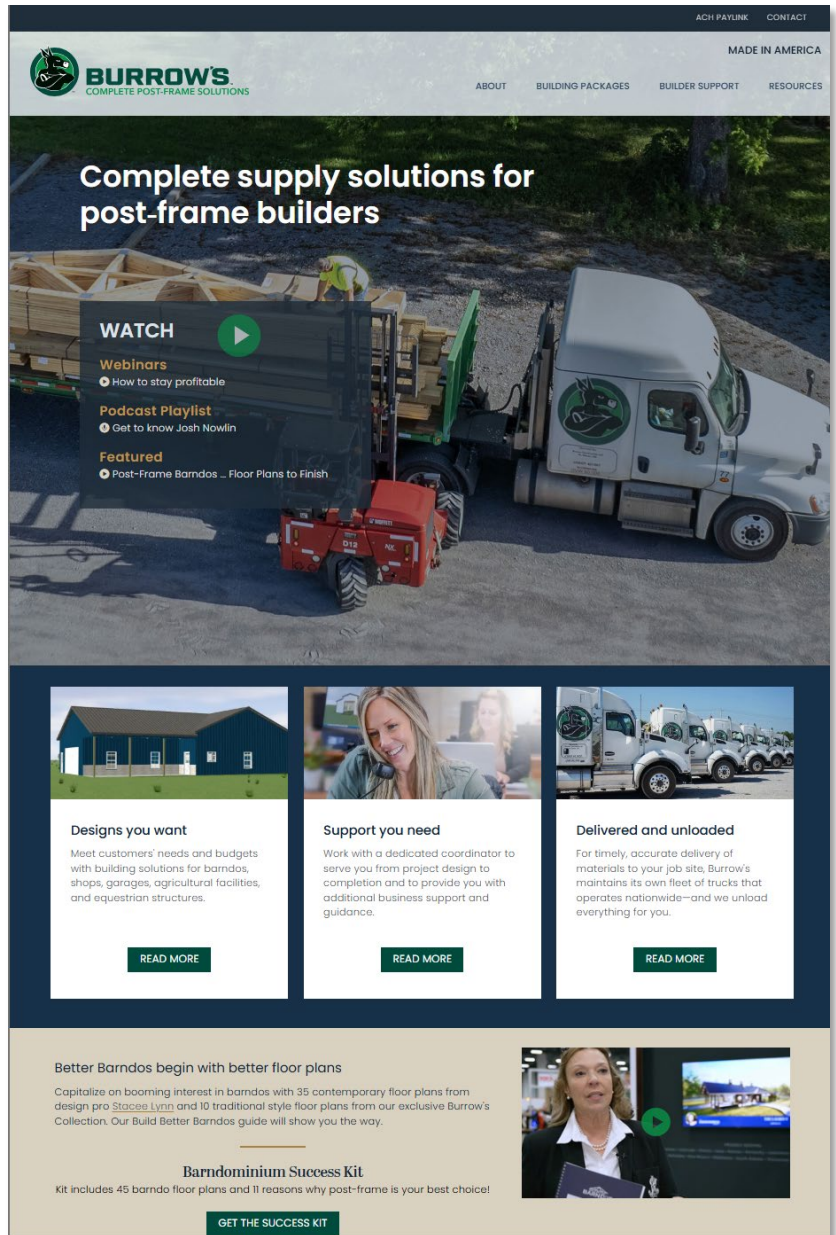


Ask yourself a simple question: Would you want to live in a barn or in the suburbs? Just because you choose to live in a barn doesn't mean you have to sacrifice for a less-than-appealing building. Steel buildings are notorious for their unattractive appearance. They are difficult to trim out nicely for aesthetic appeal, or you simply pay more for the gable trim, corner trim, and ridge cap, and you still don't see any finished areas or a second roof pitch. Steel buildings typically have had their industrial look that most people don't want built anywhere close to their house. Post-frame buildings easily allow for attractive exteriors and with trim features that provide the curb appeal consumers and commercial clients

On the inside, the usable space of a barn is significantly increased when built with a steel building kit. These pre-engineered solutions have more interior space that fits within the limits of their structural capacities. The real pros come of a steel building are large, bulky intrusions to the living space, obstructions that you will be forced to live with forever.

WOOD VS IRON

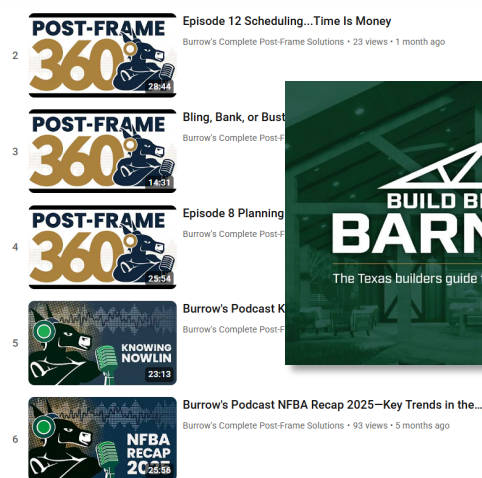
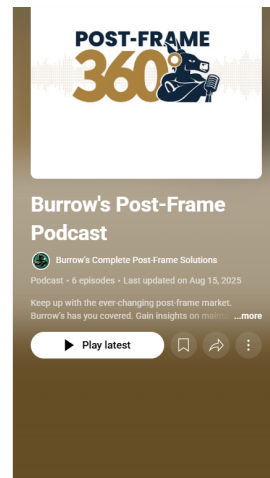
Compared to red-iron buildings, post-frame barns offer a greater range of styles, enhanced visual appeal, and a structure that supports the end use rather than constraining it.



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com



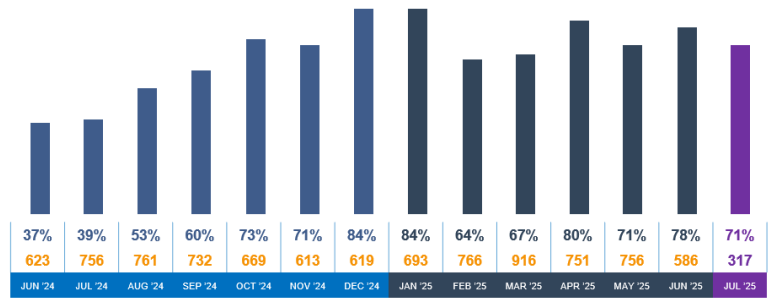
Deliverables

Business Intelligence

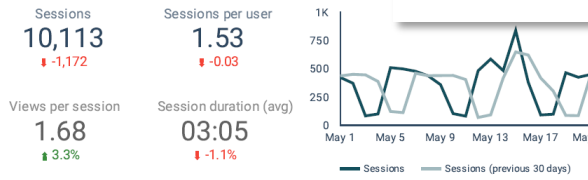
To track success of campaigns, prepared weekly and quarterly data analytic reports to share with stakeholders to ensure marketing messaging is on par with strategic goals.

By way of example, used Google Looker Studio to prepare clean, easy to read analytics to showcase relevant data to align with goals.

Channel Partner Support



Sessions overview

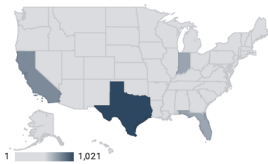


% of Visitor Interaction

Where to Buy (Page Views)

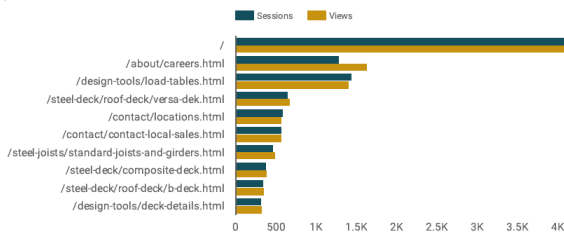
Month	Interaction %	Page Views
JUN '24	37%	623
JUL '24	39%	756
AUG '24	53%	761
SEP '24	60%	732
OCT '24	73%	669
NOV '24	71%	613
DEC '24	84%	619
JAN '25	84%	693
FEB '25	64%	766
MAR '25	67%	916
APR '25	80%	751
MAY '25	71%	756
JUN '25	78%	586
JUL '25	71%	317

Regions



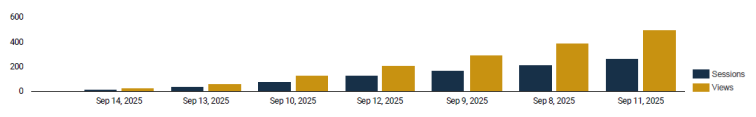
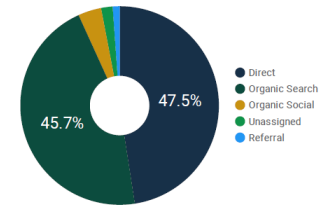
Region	City	Sessio...	% Δ
1. Illinois	Chicago	380	-34.3%
2. Indiana	Fort Wayne	374	60.5%
3. Washin...	Moses Lake	308	-27.7%
4. (not set)	(not set)	284	149.1%
5. Texas	Dallas	273	-17.0%
6. New York	New York	265	-13.4%
7. California	San Jose	257	15.2%

Pages



User acquisition

Session default channel group	Sessions
1. Direct	126
2. Organic Search	121
3. Organic Social	10
4. Unassigned	5
5. Referral	3



Outbound clicks

Link URL	Event co...	Total users
1.	1,564	226
2. https://www.burrows-supply.com/pdf/literature/Burrows-Stock-Item-Catalog.pdf	7	7
3. https://smartpav.profitstars.com/express/Burrow%20Construction	6	6
4. https://www.burrows-supply.com/pdf/literature/Burrows-Complete-Post-frame-Solutio-	4	4
5. https://www.burrows-supply.com/pdf/literature/Burrows-Metals-Color-Guide.pdf	4	4
6. https://www.burrows-supply.com/hamdo-sucess-kit/hamdo-sucess-kit.pdf	4	3
7. http://maps.google.com/?q=101%20Leaning%20Tree%20Bd%20Fort%20Gibson%20	2	2
8. https://www.burrows-supply.com/pdf/literature/Burrows-Woodgrain-Guide.pdf	2	2
9. https://www.burrows-supply.com/pdf/literature/Burrows-Post-frame-Solutions-Inspirat-	1	1
10. https://www.facebook.com/burrowspostframe	1	1
11. https://www.youtube.com/channel/UCksj0UXiKGA4I7g0TC1YBw	1	1
12. https://www.youtube.com/playlist?list=PLnMK6A6lly9G6HqnN9Yk65AUsTX_IkqM	1	1

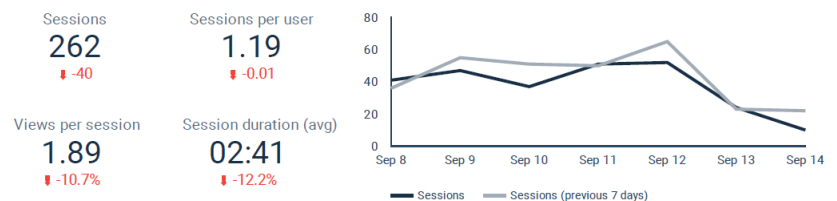
Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Total users **226** ↓ -28
New users **223** ↓ -11.5%
Views **496** ↓ -144
Views per user **2.24** ↓ -11.3%
Bounce rate **48.5%** ↑ 8.41%

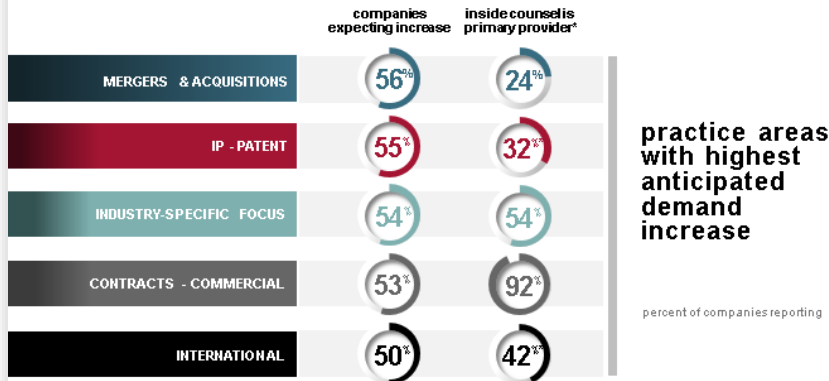
Sessions overview



Deliverables Business Intelligence

Key Challenge | Legal Demand by Practice

- The following practice areas have the highest anticipated increase in demand.
- For more than half of these practice areas, much of the work will be handled in-house



2016 Law Department Survey

Source: 2016 HER Law Department Survey - Midwest Subgroup Report.
* Exceeds 80% when surveyed with Does Not Apply responses.

BY THE NUMBERS

PARTICIPANT PROFILE

243
Companies

Median Revenue
\$10.9B

Median Assets
\$10.0B

Employees
100K

TOTAL LEGAL SPENDING

\$22.5M
(Worldwide Median)

78%
% of Companies Reporting an Increase in Total Legal Spending

Inside Legal Spending
\$13.5M

Outside Counsel Spending
\$12.1M

TOTAL LEGAL STAFF

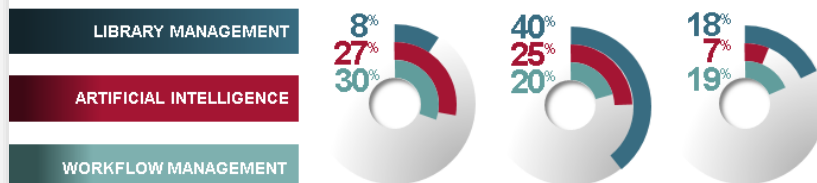
50
(Worldwide Median)

53%
% of Companies Reporting an Increase in Legal Staffing

Lawyers
30

Non-Lawyers
17

Am Law 50 Am Law 51-100 Am Law 101-200



products planned for purchase

Creating annual reports can be time extensive, but need to be timely released, and with no margin of error. The 'MarketView' is a 120 page report that is infographic heavy to allow for ease of understanding and complimenting the collected data and information.

MARKETVIEW™

LEGAL MARKET INTELLIGENCE

ENTERPRISE LEGAL MANAGEMENT FOR CORPORATIONS

August 2017

**HYPERION GP
RESEARCH**

HYPERIONGP.COM
HGPRESEARCH.COM

HYPERION GLOBAL PARTNERS

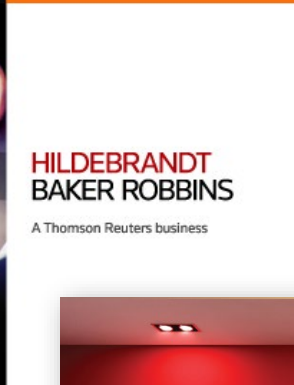
CHICAGO • DALLAS • HOUSTON • LONDON • LOS ANGELES • MIAMI • NEW YORK • WASHINGTON

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables Marketing Campaigns



EXPERIENCE THAT MATTERS.

HILDEBRANDT BAKER ROBBINS is the leading advisor to the legal profession. We offer full service consulting that combines the experience and wisdom to develop a vision and strategy for your organization with the skills and expertise to achieve all of your critical business objectives.

Our consultants offer years of experience and cross all levels of your organization including:

Managing Partners	Chief Financial Officers
General Counsel	Chief Information Officers
Executive Directors	Chief Marketing Officers
Chief Compliance Officers	Practice Group Leaders

To learn more about what you can achieve for your organization, contact us at www.hbrconsulting.com or send an email to info@hbrconsulting.com.

Benefit from our experience.

HILDEBRANDT BAKER ROBBINS
A Thomson Reuters business

Portion of print and digital ad campaign to promote new alliance with Thomson Reuters, published in notable legal industry publications w/an outreach of 10K+ subscribers.

**REDEFINE EFFICIENCY.
DELIVER RESULTS.**

Can You Do More to Respond to Business Demands?

HBR CONSULTING can help you find creative ways to reduce your organization's cost structure. Your peers are using HBR CONSULTING to improve IT and operational agility as well as define strategies to improve operational efficiency. Our approach is simple... focus on helping our clients holistically address their business and technology needs.

Learn How We Can Become Your Consulting Partner.

 STRATEGY + PLANNING	 SYSTEMS + TECHNOLOGY	 PROCESS IMPROVEMENT	 BENCHMARKING + DATA ANALYTICS
---	--	---	---

HBR CONSULTING
www.hbrconsulting.com
312.201.8400

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Marketing Campaigns



HOME // ABOUT US // BENCHMARKING // RESEARCH // INSIGHTS // CONTACT



THE RIGHT DECISION ISN'T ALWAYS BLACK AND WHITE

THE MARKETVIEW™ IPM SYSTEMS REPORT IS THE ONLY COMPANION PIECE YOU WILL EVER NEED FOR YOUR IP LIFECYCLE SOLUTIONS PLANNING!

The most comprehensive research of its kind, the MarketView™ Intellectual Properties Management Systems Report provides an invaluable resource for Corporate and Law Firm IP Operations Managers (in two distinct versions) to understand the leading trends in "end-to-end" IPM lifecycle management, and the software solutions landscape. That's why **8 out of 10 IP owners** rely on this MarketView™ Report to improve their IPM strategies, processes and organizations.



130-pages of in-depth coverage that propels you into the IPM solutions market like no one else:

- Current trends and concepts in the market
- Key components expected from leading solutions
- A complete overview of vendors in the solution area
- Review and assessment of Advanced Solution Providers
- In-depth guiding principles for selecting and implementing solutions



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Integrated marketing campaign that helped excel Hyperion Global Partners' industry credibility and though leadership, increasing interest in it's annual 'MarketView' report by 20%.

Marketing Campaigns



**ALL THE LEADING SOLUTIONS
IN ONE UNIFIED FORUM**

MARCH 28-29, 2018
INTERCONTINENTAL HOTEL
CENTURY CITY, CA



**ONE-ON-ONE MEETINGS
CURATED SPECIFICALLY FOR YOU**

MARCH 28-29, 2018
INTERCONTINENTAL HOTEL
CENTURY CITY, CA



**NO KEY CHAINS
OR STRESS
BALLS AT THIS
CONFERENCE**

MARCH 28-29, 2018
INTERCONTINENTAL HOTEL
CENTURY CITY, CA



**THE CONCIERGE CONFERENCE
DESIGNED FOR DECISION MAKING**

MARCH 28-29, 2018
INTERCONTINENTAL HOTEL
CENTURY CITY, CA



Comprehensive promotional campaign for SAC conference hosting by Hyperion Global Partners. The event draws in over 500 attendees annually. Engaged in social media, email and inbound marketing strategies to increase awareness.



**SOLUTION
ACCELERATOR
CONFERENCE**



PRESENTED BY **HYPERION GP
RESEARCH**

MARCH 28-29, 2018
INTERCONTINENTAL HOTEL
CENTURY CITY, CA

**THE FUEL
FOR LEGAL
OPERATIONS
EXCELLENCE**

**REGISTER
TODAY >**

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Marketing Campaigns



GET CONNECTED, START SAVING.

Discover why our clients trust over **\$3 billion** in annual spend to SpendConnect.

Enable the budget process.
Monitor your spend.
Explore trends.

Make more informed decisions that impact the bottom line.

SPENDCONNECT is your complete and intuitive resource for tracking all aspects of your firm's spend.

KNOWING YOUR BUSINESS MAKES THE DIFFERENCE

Call us today at 1-888-668-3852, or email info@spendconnect.com.

www.spendconnect.com/spend

DEMONSTRATE YOUR SUPPLIER DIVERSITY*

* CONNECT TO A **BIGGER** COMMUNITY.

Many law firms **spend up to 10% of operating expenses** with diverse suppliers. Find out how you stack up.

SPENDCONNECT allows you to quickly respond to client questions and RFP's surrounding the support of diversity initiatives.

SPENDCONNECT's dynamic dashboards will easily identify and prequalify diverse suppliers as well as provide a mechanism to measure ongoing trends and success of internal programs.

KNOWING YOUR BUSINESS MAKES THE DIFFERENCE

www.spendconnect.com/diversity

view video

KNOWLEDGE IS POWER*

* WHEN YOU **KNOW** WHERE TO FIND IT.

Discover why our clients trust over **\$3 billion** in annual spend to SpendConnect.

SPENDCONNECT is the solution for visualizing your library's spend, contracts, and materials activity.

Through advanced data integration, SPENDCONNECT provides dashboards that monitor activity and track user preferences, allowing you to drive change.

KNOWING YOUR BUSINESS MAKES THE DIFFERENCE

Call us today at 1-888-668-3852, or email info@spendconnect.com.

www.spendconnect.com/library

MANAGE YOUR CONTRACT PIPELINE.

Discover why our clients trust over **\$3 billion** in annual spend to SpendConnect.

SPENDCONNECT combines technology with unique procurement expertise to deliver a customized solution to contract management.

With its interactive dashboard and dynamic interface to spend analysis, SPENDCONNECT reduces risk by notifying users of approaching key dates and vital data, making it easier than ever to master the complexities of contract management.

KNOWING YOUR BUSINESS MAKES THE DIFFERENCE

Call us today at 1-888-668-3852, or email info@spendconnect.com.

www.spendconnect.com/contracts

Integrated campaign to showcase SPENDCONNECT, a new sophisticated Cloud-based, consumable analytics solution for law firms. Campaign ran for 6 months and included extensive social media ad promotions and live demonstrations.

Brian M. Lake

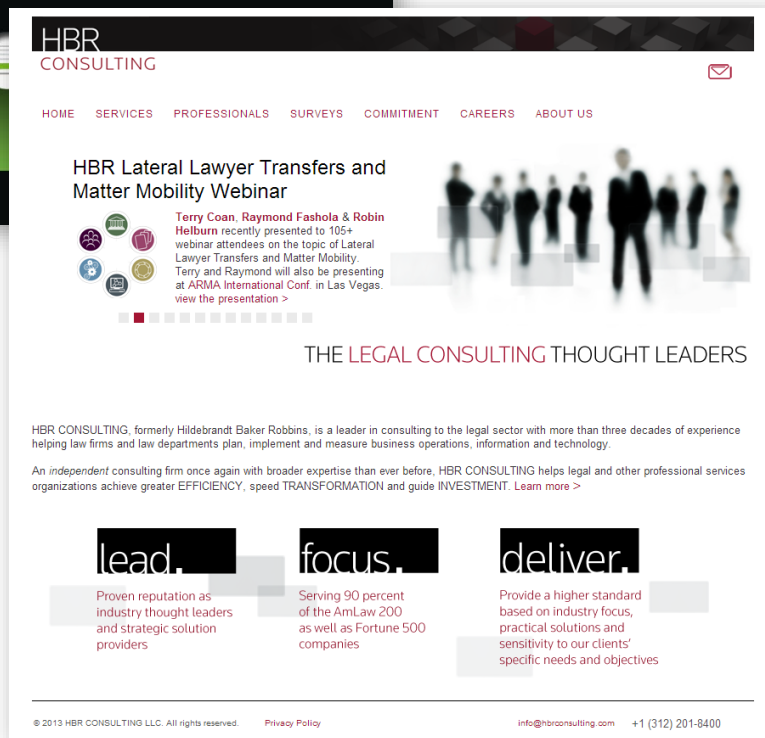
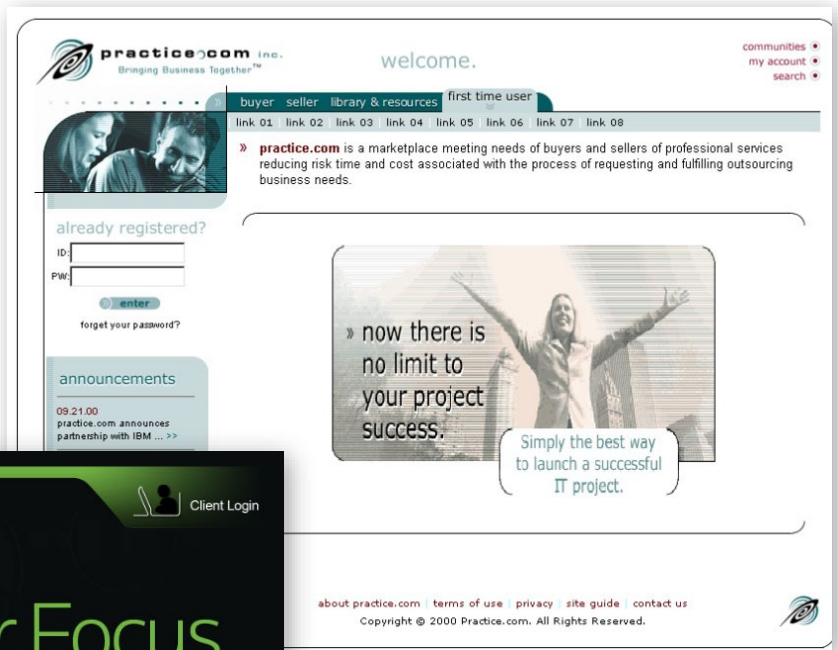
lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Product Design + Usability

My years of experience in user interface design includes Internet, Intranet and Extranet client deliverables. Each project places emphasis on form and function, exercising my coding skills and working closely w/back-end development teams.

Through preliminary information gathering, I build a strategic plan outlining development initiatives, design and development requirements, resource assessment, and engineering a business process to translate needs into a web environment.



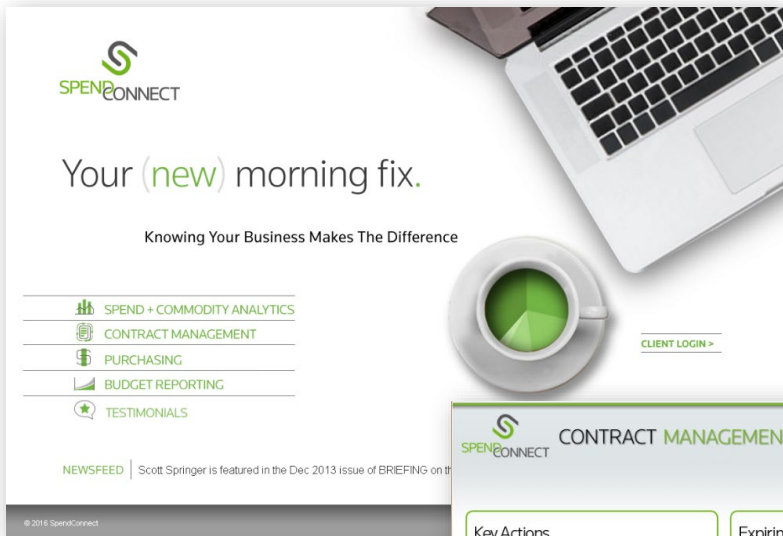
Brian M. Lake

lake129@gmail.com
630.217.8191

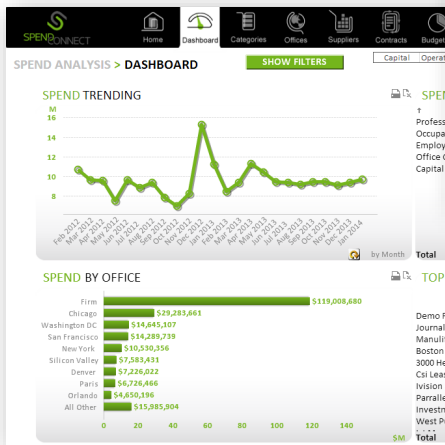
linkedin.com/in/brian-m-lake
bmlake.com

Sample Work

Product Design + Usability



Aside from being responsible for creating and marketing the SPENDCONNECT Cloud-based platform brand (and name), I was responsible for the interface, CSS and navigational design.



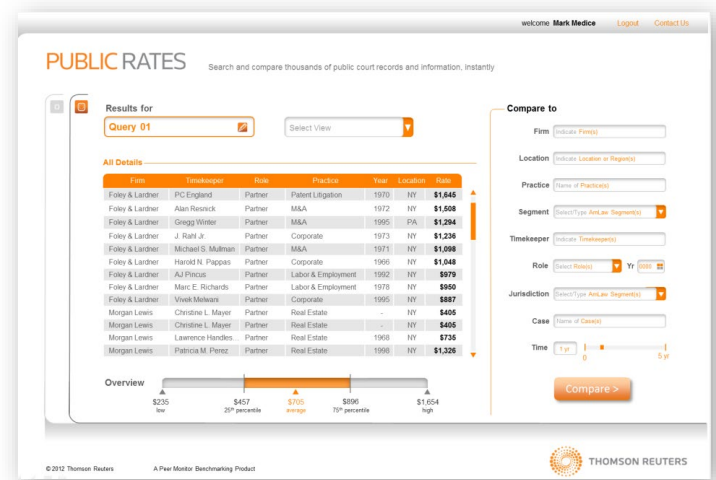
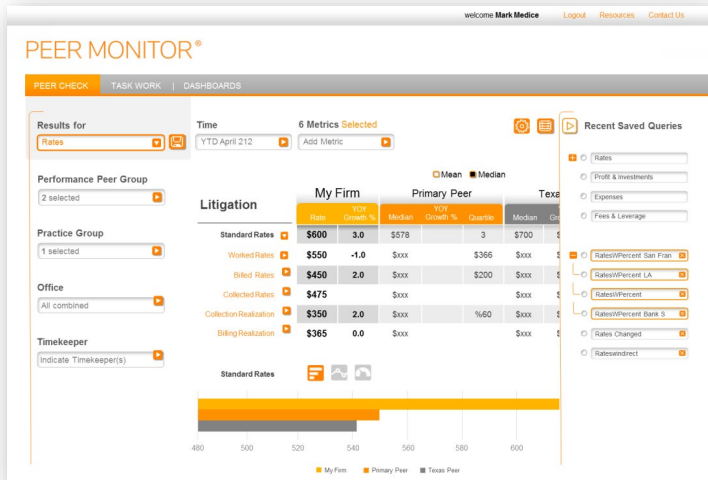
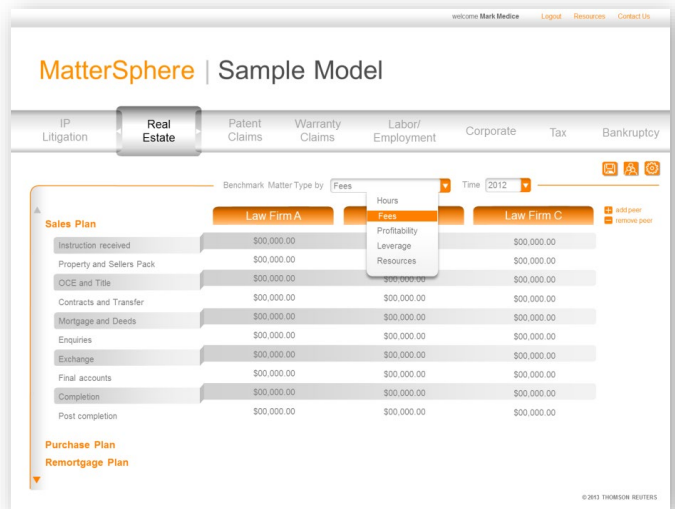
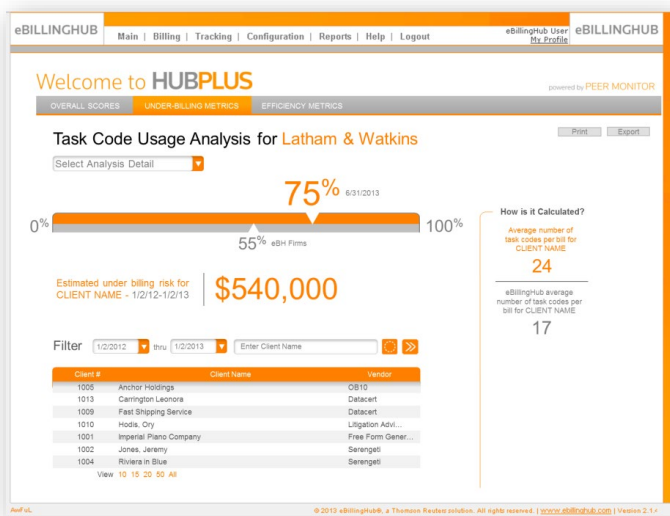
Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Product Design + Usability



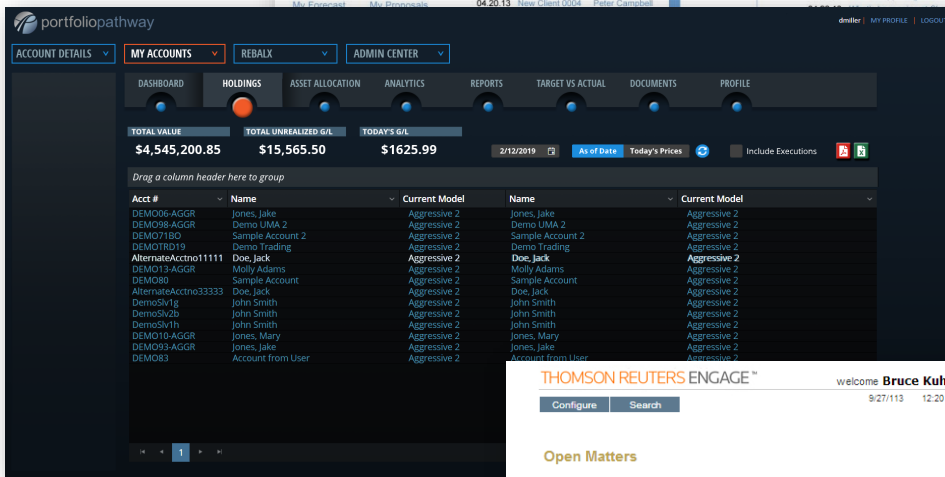
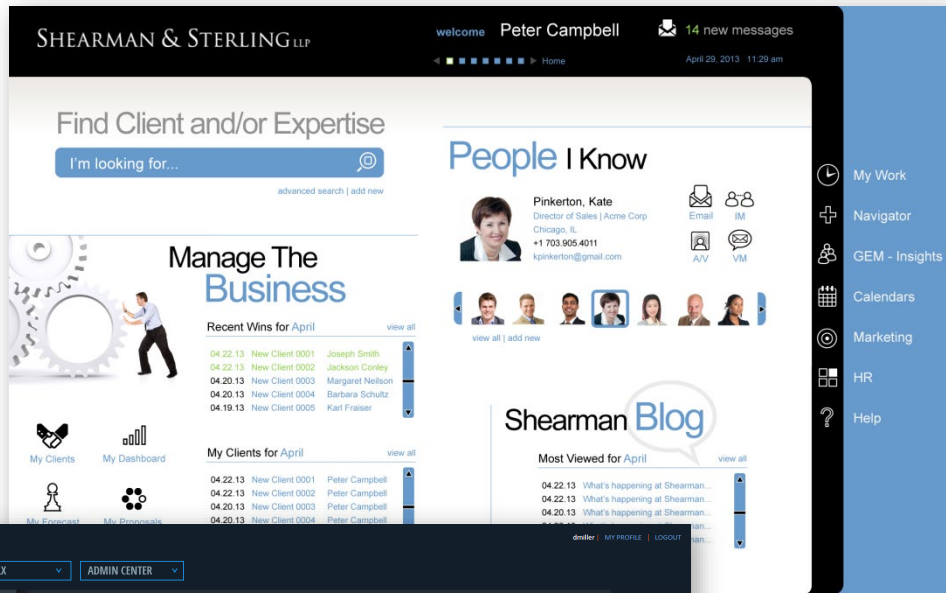
Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

One of the bigger projects that I was involved with included the redesign and rebranding of all web-based Thomson Reuters properties. This opened the door to be part of a four-person team to invent/engineer a new Cloud-based property entitled ENGAGE. The initiative also required my time and attention to create a comprehensive "go-to-market" campaign strategy.

Deliverables Product Design + Usability



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables Business Development

Sales teams rely heavily on me to help them sell "stories."

Being a very visual individual, I can package information and stats in a meaningful, creative way. The easier your audience understands what you are selling, the easier the sale... and build credibility.

Project Atlas – Overall Model

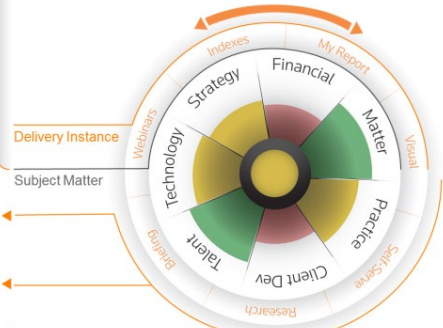
Comprehensive Analytics Ecosystem

- Atlas model envisions a **comparative framework** across subject areas, delivering insights through various delivery modes, resonant with the executive type.
- Monetization** would parallel the Peer Monitor business model, which is subscription-based with add-on products and services.
- Some components (e.g., indexes) may be **thought leadership** pieces that drive value to the subscription.

Who Are We Connecting To?

- C level**
 - ED, CF, CM, CIO
 - Administrative leaders like to analyze data and look "smart" to the managing attorneys, frequently but not always focusing on expenses and efficiency.
- E level**
 - MP, CE
 - Managing attorneys most commonly want the net story, and let others dig. Focus frequently on top line growth.
- P level**
 - PGL
 - Practice heads want to review data through their segments, often in summarized form, with the ability to dig deeper. This level may also include practice group professionals.

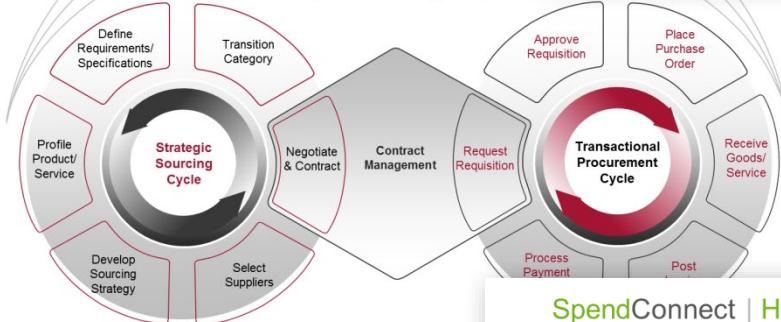
Project Atlas will bring to market a broad array of subject-matter benchmarks, driven through relevant delivery instances. This method has been validated through the Peer Monitor model in use today.



Procurement Reporting

- Business Strategy & Goals
- Vendor Portfolio & Performance Management
- Risk & Compliance Management

Procurement Intelligence



SpendConnect | How It Works

Inputs

- Financial**
 - Accounts Payable & GL
 - Budgets
 - Invoices
- Supplier**
 - Management Reports
 - Contracts & SLA's
- Other**
 - Office Location
 - Practice Groups, Titles
 - Policies & Procedures
 - Client Matter Details

Business Intelligence Solution Components



Outputs

- On-line Dashboard
- Published Reports
- Line Item Extracts

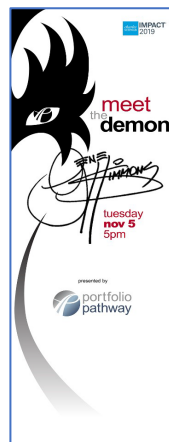
Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Event Planning



Schwab IMPACT Conference in San Diego, CA. Extensive strategy and planning for company appearance as well as proposed campaign to promote "meet and greet" opportunity of rock legend, Gene Simmons.



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Event Planning



Very proud of this event campaign and execution. I incorporated a Lego theme for the HBR 2014 annual employee meeting with the message "Building Our Future Together."

This included contracting a local vendor who specialized in Lego branding and created mini Lego people for each employee in the firm... arranging them on a Lego HBR logo I created as to show them "building" the brand. Everyone got to take their Lego mini self home. It was a big hit.



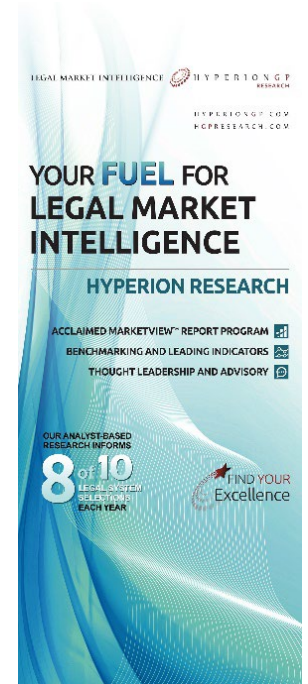
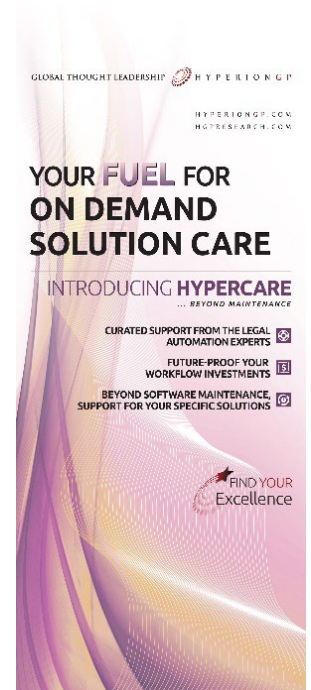
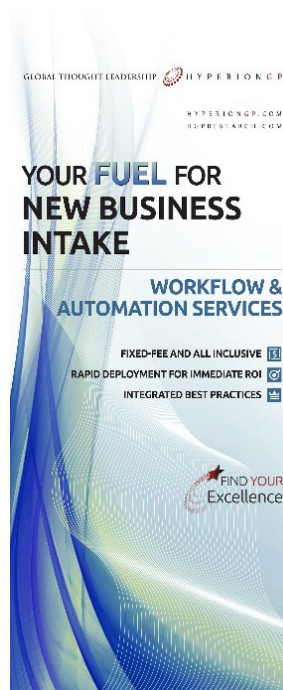
Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables

Event Planning



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Campaign and event collateral for Thomson Reuters Elite Conference in Orlando, FL. The "FUEL" theme campaign was prevalent in additional marketing campaigns showcasing Hyperion's drive and dedication to client-related services.

Deliverables

Event Planning



Until you've taken upon yourself to plan, execute and manage an event or conference, you will never appreciate the undertaking, heaving-lifting and moving parts that come with it.

For 10 years, I was responsible for all planning, scheduling marketing, collateral, customer tracking and physical set up for all HBR Consulting event attendance/sponsorships, that included the biggest event of the year for legal, ILTACON.



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com



Deliverables

Branding



chicago rugby union



Brian M. Lake

lake129@gmail.com
630.217.8191

The advantage of a strong identity is not merely aesthetic. Though the media-saturated culture that we live in today can lead us to solely base impressions on appearance and presentation.

I approach my branding projects with distinction and impression in mind. Subtlety and simplicity fall into place as a result, delivering a firm representation and reputation in a single image.

linkedin.com/in/brian-m-lake
bmlake.com

Deliverables
Illustration



My artistic talent is an essential part of my creative arsenal, in that, I can entertain and grab people's attention... but such campaigns or events can also have a significant impact on a businesses' bottom line.



Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com



Industry Experience

I've always been successful in adapting in any industry I've worked in.

Automotive | Entertainment | Finance | Food/Beverage | Industrial | Legal | Medical | Technology

Here are notable companies that I have had the pleasure to work with:

Align Precision

Ameritech

ARCH Medical

Bank One

Bi-State Development Agency

Chicago Regional Transit Authority

Chicago Tribune

Coca Cola

Compass Bank

eBay

Farley's Candy

Ferrara Pan Candy

Foley Lardner

GE Capital Auto Financial

GE Capital Railcar Services

Hildebrandt International

Johnson & Johnson

Kirkland & Ellis

O'Melveny & Myers

Orrick, Herrington & Sutcliffe

Pan Am International

Sidley Austin

Standard Parking

Steel Dynamics

Turtle Wax

Winston & Strawn

Brian M. Lake

lake129@gmail.com
630.217.8191

[linkedin.com/in/brian-m-lake](https://www.linkedin.com/in/brian-m-lake)
bmlake.com

Industry
References

Brian M. Lake

lake129@gmail.com
630.217.8191

linkedin.com/in/brian-m-lake
bmlake.com

Larry S. Donahue

CEO | L4SB
ldonahue@l4sb.com
505.715.5700

Peter Buck

Advisor/Investor | Cortex360
pb@crtx.co
415.217.BUCK

Christopher Petrini-Poli

Chairman | Opensity Solutions
christopher.petrinipoli@opensitysolutions.com
973.668.7463

Steve Falkin

Managing Director | Opensity Solutions
steve.falkin@k2services.com
312.425.4405

Steve Kostal

Marketing Strategist | Centrifuge
steve@centrifuge-now.com
630.303.1154

Peter Cotseones

President, Technology | Opensity Solutions
peter@cots03.com
847.772.5375

Andrew Yaney

Market Manager | Steel Dynamics Inc.
Andrew.Yaney@steeldynamics.com
260.625.8400

Gary Hartwig

Director | U.S. Bank
gary.hartwig@dhs.gov
630.651.1400

Mark Medice

Principal | LawVision
mlm@medicegroup.com
412.203.2155

Tim Smith

Chief Strategy Officer | Building Elite Defense Mfg.
timsmithmfg@gmail.com
205.233.1514

Josh Nowlin

Director of Sales and Marketing | Burrow's
joshn@burrows-supply.com
210.250.1764

David G. Baker

Business and IT Strategy Consultant
davidgbaker@me.com
847.682.8400

Victor Bonilla

Risk Business Unit Specialist | ACA Group
victor.l.bonilla@outlook.com
404.394.9186

Eyal Iffergan

Founder, CEO | Quantum Foundry
eyal@iffergan.net
713.876.4600