

**Michael Thomas**

Creative Strategist

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I'm a creative strategist with an MBA who combines fresh thinking and strategic rigor. I focus on creating experiences that connect with people and grow relationships. I simplify complex business problems to make them easily understood and accessible.

As a strategist-designer-technologist-marketer, I bring a hefty, effective toolbox of skills to create products and communications that advance brands and social issues.

Some examples:

For the 2020 presidential campaign, I was a leader in the non-partisan effort to increase voter participation. My viral solution was widely shared with over 29.3 million views.

I have twice played roles in the election campaigns of US Senator Maria Cantwell. In 2000, I helped create the Cantwell2000 website and daily email, one of the earliest examples of digital outreach in a political race.

For AT&T, I directed and created brand focused executions for environmental, collateral, digital and packaging within AT&T's new brand identity system.

For Holland America Line, my insight into the challenge of converting their cruise-inclined audience launched a national marketing campaign focusing on the travel trade.

At Microsoft Emerging Technology Group, I developed the Microsoft Reader user experience and brand identity. Elements of Reader became established as industry standards for mobility. See Microsoft Reader case.

I'm currently consulting and available for strategic, hands-on creative assignments.

My portfolio is at <http://michaelthomascreative.com>

Focus: creative, strategy, brand, art direction, design, interactive design, user experience, marketing, advertising, communications, future, innovation, planning, consumer insight, social media.