

**Daina Middleton** (She/Her) · 2nd



Dynamic and multifaceted CEO/CMO experienced in business strategy, go-to-market strategy, and operational integration having shaped and led several highly complex and successful cultural and business transformations

Talks about #omnichannel, #mixedreality, #awakenedatwork, #womenleadership, and #customerexperience

Greater Bend Area · [Contact info](#)

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1 mutual connection: Jon Wuebben

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### Activity

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Daina Middleton reshared a post · 2d

Great panel about [#quietquitting](#) in the [#bayarea](#) for those of you interested in attending [Untapped AI](#) [Kendal Parmar](#) [Twitter](#) [Lattice](#)

Wed, Sep 21, 5:30 PM

**Quiet Quitting- Stage 2 of the Great Resignation**

4

Daina Middleton reshared a post · 5d

Have a look. The [#MediaBiasChart](#) keeps getting better and better

1

Daina Middleton reshared a post · 5d

[#job](#) . Winning company and great team.

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[#layoffs](#) are still happening. Join us to learn how to stay inclusive and human

1

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### About

Daina Middleton is a former CEO and CMO, and current board member and advisor, strategy consultant, and growth architect with expertise in growing technology and services organizations. She has successfully grown and exited several marketing services businesses. Her success is fueled by focusing on creating market categories, driving thought leadership through partnerships and experiences, cultivating company cul ...see more

### Experience

**Advisor and Consultant**  
Self-employed  
Dec 2021 - Present · 10 mos

**Independent Director**  
Palomar  
Jul 2021 - Present · 1 yr 3 mos

**Strategic Advisor**  
Ad Fontes Media  
Jan 2020 - Present · 2 yrs 9 mos

**Independent Director**  
Madison Logic  
Jan 2020 - Present · 2 yrs 9 mos  
United States

**Strategic Advisor**  
MarketBeam  
May 2019 - Present · 3 yrs 5 mos

[Show all 18 experiences](#) →

### Education

**Oregon State University**  
B.A., Liberal Arts, Technical Journalism  
1983 - 1987

Full Time Reporter for School Newspaper  
Technical Minor: Fisheries and Wildlife

## Volunteering


 **Director, Community Foundation of Teton Valley**  
Teton Valley, Idaho  
Jan 2014 - Present · 8 yrs 10 mos

## Skills


### Digital Marketing

 Endorsed by Grant McDougall and 38 others who are highly skilled at this


 Endorsed by 5 colleagues at Marin Software

 99+ endorsements

### Strategy


 Endorsed by Ivy Liang and 15 others who are highly skilled at this

 Endorsed by 5 colleagues at Marin Software

 99+ endorsements

### Social Media Marketing

 Endorsed by Taireez N. and 3 others who are highly skilled at this

 Endorsed by 14 colleagues at Performics

 88 endorsements

Show all 50 skills →

## Recommendations

Received Given

 **Angi Dunham** · 3rd  
Licensed Real Estate Professional at Compass  
August 10, 2016, Angi worked with Daina but they were at different companies  
Daina spoke at our Rebel Alliance Workshop, a conference dedicated to growing the businesses of the all star cheerleading industry. She is absolutely fantastic with her presentations and ability to relate to the audience. Daina received so many compliments from the coaches in her group, they were excited to take her suggestions and expert advice back to their programs. We were fortunate to learn from h...see more

 **Casey Wright** · 3rd  
Co-Founder at Gorilla Goodies  
January 10, 2014, Casey worked with Daina but they were at different companies  
Daina is a hard worker and sees the broad scope of every project she is involved in. She is well respected by everyone she works with and is always able to deliver exceptional results

 **Russ Mann**  · 2nd  
CEO | Board Member (public/private) | Advisor  
November 15, 2013, Daina was Russ' client  
Daina is a truly talented technology and advertising executive, visionary marketer and thought leader, trusted partner and also fierce competitor.  
As a technology and marketing thought leader, Daina's book "Marketing in the Participation A...see more

Show all 11 received →

## Publications

**Grace Meets Grit: How to Bring Out the Remarkable, Courageous Leader Within**  
Routledge · Oct 18, 2016

Show publication 

**Marketing in the Participation Age**  
Wiley · Jan 1, 2012

Show publication 

A new model for marketing in the world of participation, instead of persuasion

## Patents

**Mobile printing patent @ HP in 1995**  
US

## Organizations

**Advisor for Ad:tech**  
Advisor · Jan 2012 - Present

## Causes

Animal Welfare · Civil Rights and Social Action · Environment · Health · Human Rights

## Interests

Influencers Companies Groups Schools

 **Chris Capossela**  · 2nd  
EVP & Chief Marketing Officer at Microsoft

 **Thierry Bolloré**  · 3rd  
Chief Executive Officer at Jaguar Land Rover

151,247 followers

67,301 followers

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