

KEVIN B THOMPSON

2 Regent Ct, Ann Arbor, Michigan

734.476.4571

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Impact leader, global executive, and internationally recognized social intrapreneur with a cross-sector experience portfolio in business, sustainability and higher education.

- P&L, sales and delivery responsibility
- Strategy to execution of large, global programs
- Events and experiences, from bespoke and local to massive and global
- Peace Corps service in Ghana, West Africa
- Adjunct Faculty, University of Michigan
- Large organization changemaker
- Cross-functional, cross-cultural team management in multiple geographies
- Marketing, media and digital leader
- Multi-sectoral partnerships
- Thought leadership and content

PROFESSIONAL EXPERIENCE

UNIVERSITY OF MICHIGAN, INSTITUTE FOR MENTAL FITNESS

2025 TO PRESENT

CO-FOUNDER AND MANAGING DIRECTOR

Co-founded and serve as Managing Director of a new University of Michigan institute dedicated to establishing mental fitness – evidence-based, trainable capacities for emotional regulation – as a foundational discipline in research, education, and practice. Serve concurrently as Adjunct Faculty at the Ross School of Business, providing operational and strategic leadership across all Institute pillars.

- Built the Institute from the ground up, leading day-to-day operations, staff management, and University partner relations while driving the development of four integrated program pillars: Research, Education, Application (IMF Academy), and Engagement.
- Developed comprehensive strategic and operational plans across all Institute pillars.
- Designed the Institute's go-to-market and launch strategy, including a global mental fitness conference in partnership with TED and a coordinated media, digital, and sponsorship campaign to establish Michigan as the emerging authority in mental fitness.

[GLOBAL ENABLING SUSTAINABILITY INITIATIVE \(GESI.ORG\)](http://GESI.ORG)

2023 TO 2025

CHIEF OPERATING OFFICER

Recruited by Board of Directors to serve as the organization's first COO with responsibility for all programmatic areas (climate change, circular economy, digital infrastructure modernization, water digitalization and AI) and operations serving global business community members representing over \$4T of market capitalization.

- Lead strategic planning and execution of a robust program, platform, and partnership portfolio on the enabling role of digital in sustainability with private, public, academic and social sector stakeholders.
- Run 25+ events on multiple continents for senior executives, policymakers and academics including the Digital with Purpose platform, with over 3,000 participants, 270 speakers and thematic topics such as education, biodiversity, smart cities and sustainable finance.
- Produce industry defining thought leadership on topics ranging from carbon accounting to artificial intelligence with purpose with partners from the UN to leading technology companies.
- Establish subsidiary operations and nonprofit recognition in the US, Singapore and Portugal.

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University of Michigan, Ross School of Business

Executive in Residence

2017 to 2018

Adjunct Faculty

2019 to Present

Following years of guest lecturing at leading business schools as the protagonist in Harvard Business School case study, I joined the Ross School first as an Exec in Residence and then as lecturing faculty.

- Teach an undergraduate self-leadership course I designed and developed blending 12 classroom lectures with a week-long wilderness expedition in the Utah Canyonlands with the National Outdoor Leadership School cited by multiple students as the most impactful course they took at Michigan.
- Taught MBA course on social intrapreneurship for two semesters and guest lectured for 11 years.
- Helped establish the Global Initiatives program for undergraduates while an Exec in Residence, pairing a seminar at Michigan with structured semester abroad study.

GOOD WORLDWIDE & UPWORTHY

2018 TO 2023

GENERAL MANAGER AND HEAD OF SOCIAL IMPACT COMMERCE

Joined world leader in helping people and organizations be a force for good with core businesses in media, impact storytelling and social impact consulting immediately following restructure at a moment of financial crisis and uncertainty. Helped CEO clear \$2.5M of debt, generate \$3M+ cash reserves and delivered consecutive years of growing profitability following seven years of negative results.

- P&L, sales and delivery responsibility for \$8M+ of annual revenue and integrated businesses in media, social impact consulting and digital and online social engagement.
- Leadership of all shared services functions including Finance, HR, Legal and Office.
- Led M&A moves including acquisition of food brand This Saves Lives focused on ending childhood hunger, certification of business as a B Corp and reincorporation as a Public Benefit Corporation.
- Co-Founded a new nonprofit, the GOOD Institute, and merged with Net Impact, which inspires and equips leaders to build a more just and sustainable world.
- Digital eCommerce P&L responsibility at the intersection of our product (This Saves Lives) and platform (media companies Upworthy and GOOD) businesses.

International Business Machines (IBM)

2003 to 2018

Director of Marketing and Communications – US Public Sector

2016 to 2018

During a dramatic shift in sales coverage from technology-based business units to client-centric industry orientation, selected to lead two industry marketing teams and the execution of seven industry imperatives for a \$5.3B business spanning Healthcare, Life Sciences, State & Local Government (SLG) and Education.

- Delivered 42% YTY increase in marketing pipeline and 5% increase in win revenue for Healthcare to \$839M. Improved SLG pipeline by 43% YTY and win revenue 58% to \$580M.
- Produced top performing content and thought leadership including multiple videos achieving 100K+ views in three months, client case studies utilized by sales leadership with measurable pipeline contribution and digital campaigns producing the highest engagement rates of any industry team for IBM in North America.

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- Reversed declining employee engagement scores through development of new skill building programs and tactics such as an internal podcast channel, training and enablement for distributed, 180-person organization.

Director of Marketing – IBM Commerce, Mobile and Social

2015 to 2016

After \$3.5B of software acquisitions IBM was losing share in a new category, over reliant on install base accounts and struggling to build mindshare with a new technology buyer, the CMO.

- To engage new prospects shifted our events strategy from large and proprietary to small and local, delivering 216 events in 2015 with 8,571 attendees contributing to 2,103 leads and \$431M of win revenue spread across multiple business units and industry teams.
- Effectively developed, operationalized, and executed a broad marketing agenda with multiple teams and functional staff that exceeded marketing sourced revenue targets for Commerce by 130% and Social by 140%.

Director – Account Focused Marketing and Global Innovation Programs

2013 to 2015

Technology shifts and market forces put downward pressure on revenue in IBM's top accounts.

Account-focused marketing was proposed and combined with innovation programs as a mechanism to reverse revenue decline and reposition for growth in our 75 largest accounts. Selected to build and lead a new profession.

- Recruited, led and collaborated with 38 highly skilled marketing practitioners in seven countries with a full training curriculum in data-driven performance measurement systems, relationship building with senior executives and client-focused solution development.
- Planned, facilitated and delivered innovation discovery workshops with clients such Vodafone Italy, Emirates Airlines, Airtel Africa and Generali with direct revenue and expanded business outcomes.

Senior Manager – IBM Center for Applied Insights (CAI)

2011 to 2013

Responding to a gap in IBM's content and client engagement portfolio, CAI was created to generate thought leadership that builds belief with new buyer cohorts, reframes markets to conditions favorable for IBM and uncovers new ways of thinking, working and leading.

- Managed team of researchers through stages of primary and secondary research projects, from framing business challenges and hypothesis trees to survey instrument design and statistical analysis of results to produce evidence-based storylines for senior sales and service leaders.
- Developed compelling, interactive, and data-driven content in areas such as creating a new buyer for IBM's security business, rebooting the cloud agenda and role transformation in enterprise marketing management that helped deliver 1,600+ new client touches and \$700M+ in pipeline.
- Created and executed a category diagnostic program that objectively assessed IBM's performance in eight priority categories with six analytical tests.

Senior Program Manager – IBM Corporate Citizenship and Corporate Affairs

2005 to 2010

During IBM's Smarter Planet campaign conceived of, designed, and launched the Corporate Service Corps, a program addressing the 21st century context for doing business – emerging markets, diverse cultures, global

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teaming, complex policy environments, cross functional collaboration and increasing societal expectations of business.

- Earned international recognition as a leading social intrapreneur, protagonist in a Harvard Business School case study, numerous media features and public speaking moments.
- Safely deployed over 800 IBM employees from 47 countries on 68 teams to 15 countries on Corporate Service Corps assignments with non-profits, small businesses, government agencies and academic institutions on an annual program budget of \$7M with three implementation partners and growing staff.
- Managed up, laterally, and down with no formal control in a matrixed environment to build support for a new idea, secure people and budget in multiple locations and roles, and overcome adversity and resistance.
- Initiated and negotiated a long-term collaboration agreement with the World Bank's International Finance Corporation for a small and medium business program called the SME Toolkit deployed in 28 markets and 14 languages with IT tools and services.

Global Strategist – IBM Sales & Distribution

2003 to 2005

Collaborated with sales leadership, finance and operations to shift resources to growth and prioritize coverage at global level utilizing voluminous econometric and performance data spanning country, industry, category and business line.

- Managed annual business case and growth opportunity evaluation process for 17 industry teams.
- Developed a portfolio management tool with a cross-company, cross-functional team to prioritize market segments for 68 countries across all of IBM's business units.

ADDITIONAL RELEVANT EXPERIENCE

[United States Peace Corps](#) – Volunteer; Ghana, West Africa (1996-98)

As a Peace Corps volunteer, managed a farm and micro enterprise in a remote village. After completing two years of service accepted an invitation to stay in-country for three months to serve as a technical and cultural trainer for incoming volunteers.

[Aspen Institute First Mover Fellowship](#) – First Mover Fellow (2009-10)

Member of inaugural class of First Mover Fellows, the leading global network and professional development program for corporate social intrapreneurs.

[Ann Arbor Treeline](#) – Board of Trustees and Vice President (2019 to Present)

Voting Trustee and executive committee member for multi-year, \$30M+ urban trail connecting downtown commercial district to neighboring natural areas and the University of Michigan athletic complex.

[Ann Arbor Area Community Foundation](#) – Board of Trustees (2008 to 2014)

Voting Trustee of 15-member board overseeing \$130M+ endowment and county-wide grant portfolio. Additional service in multiple committee roles and leadership of a new cultural economic development initiative.

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PUBLICATIONS

Under Cloud Cover: How leaders are accelerating competitive differentiation. 2013, IBM Center for Applied Insights (CAI)

Marketing Science: from Descriptive to Prescriptive. 2013, IBM CAI.

State of Smart: Outperforming in a data-rich, hyper-connected world. 2012, IBM CAI.

Exploring the frontiers of cloud computing: Insights from platform-as-a-service pioneers. 2012, IBM CAI.

Towards next generation leadership: global service. Leader to Leader, 2012.

Preparing next generation leaders. Chapter in textbook, Edward Elgar Publishing, 2010.

Searching behavior in horticultural database environments and implications for human-centered design. 2001, Master Thesis at Cornell University resulting in Master of Science degree.

EDUCATION

Master of Business Administration (MBA) Johnson School, CORNELL UNIVERSITY, Ithaca, New York

Master of Science (MS) Horticulture and Landscape Architecture, CORNELL UNIVERSITY, Ithaca, New York

Bachelor of Arts (BA) Natural Systems, UNIVERSITY OF MASSACHUSETTS, Amherst, Massachusetts