

# DRAFTFCB

## **Michael Fassnacht** **President, Draftfcb Chicago**

A true globalist, Michael Fassnacht brings more than two decades of strategic expertise and proven client skills, along with corporate, regional and local agency experience, to his role as president of Draftfcb Chicago.

Most recently Global Chief Strategy Officer at Draftfcb, Michael helped to set overall corporate strategy, while driving excellence across marketing disciplines. As one of the agency's most published and well-regarded thought leaders, Michael sought to integrate the thinking and expertise of our practice leaders, while developing intellectual property that can be used across our client base.

Michael previously served as the agency's chief customer intelligence officer, bringing data to life for Draftfcb's clients in unique and relevant ways. He fostered the creation of global Customer Intelligence teams that deliver strategic, data-driven insights that reduce uncertainty in the creation of marketing programs that ultimately result in a high Return On Ideas<sup>SM</sup>.

Prior to Draftfcb, Michael was director of customer intelligence at Draft Chicago where he was responsible for giving data a new look and feel for the agency's clients. He joined Draft in 2005 from Loyalty Matrix, an analytics firm he founded in 2002. Earlier in his career, Michael served as vice president of international sales and client services for Netcentives, an early pioneer in the customer relationship space. He also served as general manager of Lufthansa Airline's "Miles and More" program, managing direct marketing, data practice and loyalty activities for Europe's largest airline.

During his career, Michael has helped numerous global companies such as American Express, Apple, The Gap, Starwood and others, in their transformation from transaction to relationship-based customer organizations.

A native of Germany and an avid marathon runner, Michael holds a degree in economics and Germanic studies from the University of Goettingen. He resides in Chicago with his wife and two children.

**Insightful**  
Propagated democratization of data before Google existed.

**Different**  
Worked as a Lutheran missionary in Cameroon, West Africa.

**Enterprising**  
Launched Analytics Web Services firm in 2001 as founding CEO, sold it a few years later.

