

BACKGROUND

BRAND AUTOPSY Marketing Practice

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The **Brand Autopsy Marketing Practice** was established to share the many lessons we've learned about meaningful marketing from working deep inside the marketing departments of Whole Foods Market and Starbucks Coffee.

We help businesses to a live happier, healthier, and more remarkable life by serving as their *Primary Care Marketing Physician*, conducting *Marketing Physicals*, and or providing *Second Opinions*.

As Marketing Doctors, we diagnose and treat common marketing problems like anemic sales, ideation fatigue, poor brand complexion, and decision-making paralysis. Marketing ailments like these, if left untreated, can lead to the poor health of a business and the potential demise of a brand. However, with proper marketing treatment from Brand Autopsy, businesses can overcome these problems to live a happier, healthier, and more remarkable life.

And through a continued doctor/patient partnership, we can build a bank of knowledge about how your business responds to different marketing activities. This will allow your business to make smarter, more effective marketing decisions in the future.

THE PRACTITIONER

For the past decade, **John Moore** has made his mark in the marketing world by creating, championing, and implementing marketing ideas and branding ideals for Whole Foods Market and Starbucks Coffee.



As the Director of National Marketing for Whole Foods Market, John focused his team on engaging in activities which were less about using traditional advertising and more about using the influential power of customers as the advertising vehicle. At Starbucks, John led countless highly successful in-store and out-of-store marketing promotions as a Retail Marketing Manager.

Today, through speaking engagements and through his Brand Autopsy Marketing Practice, John shares business and marketing advice with companies aspiring to become the next Whole Foods or Starbucks.

He has been recognized by Fast Company magazine as a "leading practitioner of the arts of customer service and marketing" and serves as a Standards Council Advisory Board Member with the Word of Mouth Marketing Association. John is also the author of the Brand Autopsy blog and the author of "TRIBAL KNOWLEDGE: Business Wisdom Brewed from the Grounds of Starbucks Corporate Culture" (Kaplan Publishing, fall 2006).