

THOMSON DAWSON
BUSINESS TRANSFORMATION
GUIDANCE

Fractional expertise, guidance and creativity for organizations to more effectively plan, develop and implement their business transformation initiatives.





THOMSON DAWSON / FRACTIONAL BUSINESS TRANSFORMATION GUIDANCE

Helping leaders and teams in emerging growth companies strengthen the foundations of their competitive advantage accelerating their business growth without wasting precious time and money struggling with the inherent complexities of business transformation.

Fractional is not Freelance.

Unlike freelance consultants or professional service providers who may focus on specific projects or functional tasks, fractional executives embed themselves within organizations working closely with leadership teams to develop and execute strategic initiatives. They become an integral part of the leadership team offering ongoing support and guidance to help businesses thrive in a competitive landscape.

Fractional executives bring valuable industry knowledge and expertise to the table possessing extensive specialized experience in their respective fields. Their insights are rooted in years of hands-on experience and a deep understanding of industry and cultural trends, market dynamics, and talent leadership.

Decades of diverse industry experience.

My strategic advisory and creative expertise spans four decades and 100s of engagements across diverse industry sectors in business and brand strategy, corporate / marketing communication and visual design disciplines—with specialized knowledge and expertise in business / brand transformation issues and challenges faced by emerging growth companies.

CPG / NATURAL PRODUCTS

CONSUMER DURABLES

HEALTH & BEAUTY

HEALTHCARE / MEDICAL DEVICE

B2B PRODUCTS AND SERVICES



About Thomson Dawson

Thomson Dawson is a trusted advisor to leaders and teams of emerging growth and mid-size companies. With insight, guidance and creativity, Thomson specializes in what's next—helping leaders and teams transform and strengthen their competitive advantage and create a bigger future. In times of change and transformation, Thomson's expertise, coaching, guidance, facilitation and creative leadership inspires leaders and teams to focus on the big pieces— what their business stands for, to whom it matters, and how their desired image and reputation shapes their competitive advantage and future business success.



Thomson's strategic advisory and creative expertise spans over 500+ engagements in business and brand strategy, marketing, corporate communications and visual design disciplines—with deep knowledge and expertise in strategic business transformation issues and challenges. He has collaborated with leaders and teams in diverse industry sectors from startups to global organizations in the US, Canada and Europe.

Throughout his career, he has been a life-long business owner, brand strategy consultant, creative director, writer and designer. Thomson was Founder and Principal of the Dawson+Company Creative Group. What began in a small apartment closet became one of the most respected Michigan-based corporate communications and identity design firms serving global companies in the office furniture industry.

As Principal of Dawson+Company, Thomson lead business transformation strategy, innovation, brand development, corporate communication and identity design initiatives for such clients as Acura, Brunswick, Coleman, DelhaizeUSA, Energizer, Fellowes, Haworth, Herman Miller, Hewlett-Packard, Honda, Jockey, Mannington Flooring, Micron Technology, Steelcase, ThedaCare Health, Volkswagen, and Wolverine Worldwide .

In 2008, Thomson formed The White Hot Center as a solo management consulting practice advising startup and emerging growth CEOs and leadership teams on business / brand transformation strategies to strengthen their competitive advantage. He is author of the book The White Hot Center Manifesto (available on Amazon Books), and the INFLUENCE blog on the White Hot Center. He has also written extensively for the highly acclaimed Branding Strategy Insider blog, one of the 50 top branding blogs according to Advertising Age. He has contributed feature articles to World Trademark Review the UK's leading publication on trademark and copyright law. Thomson speaks at trade and professional group events, high schools, colleges and universities.

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Fractional Consulting Overview:
<https://www.whitehotcenter.com/brand-coaching-consulting>

Client Case Studies:
<https://www.whitehotcenter.com/clientsuccess>