

National-level brand strategist, marketing leader, and advisor to executive and creative teams, with a distinctive practice spanning graphic design, enterprise marketing, public art, institutional design, and innovation leadership.

Over 25 years, Thom Long has built an unusually integrated career at the intersection of brand, design, and institutional strategy, leading creative teams and marketing ecosystems from boutique consultancies to major national organizations, while simultaneously operating as a practicing public artist, academic dean, and tenured faculty member. He has been an engaged creative leader since 2000, overseeing creative departments, independent studios, and international projects. As founder of IdeaCo., he has directed close to 100 client engagements spanning higher education, arts, technology, nonprofit, financial services, hospitality, real estate, and consumer goods, delivering experiential brand identity, digital marketing, UI/UX, performance content, environmental design, and integrated campaigns from strategy through

execution. His public art and memorial work has been exhibited internationally, including a completed national memorial in Nantes, France; a residential project published as an American masterwork of the twentieth and twenty-first centuries; and works shown at the Warsaw, Buenos Aires, and Venice Biennales. He brings a rare depth of understanding about how institutions communicate meaning, identity, and mission to public audiences. Most recently, as Dean of the School of Arts & Media at Hampshire College and a member of the president's senior leadership team, he demonstrated current, first-hand fluency in the decentralized, consensus-driven dynamics of senior administration and an understanding of not just how to build brand strategy and tools, but how to build the trust and alignment that make it work.

- + Decades of high-visibility brand cultivation and stewardship
- + Proven leadership in innovation and strategy

- + Engaged in over \$100M in advancement & capital campaigns
- + Award-winning creative in multiple disciplines and industries

- + Works shown at Warsaw, Buenos Aires, and Venice Biennales

Creative Leadership: Brand, Design & Marketing

2015-Present **IdeaCo. Brand + Ideation**, Amherst, MA

Founder, Creative Director

- + Founder and creative director of a nationally active experiential brand strategy and digital marketing consultancy.
- + Recruited and manage a team of 8 creatives capable of delivering full-service capabilities, including brand strategy, digital marketing, web design and development, UI/UX and interactive, SEO, performance-oriented content, photography and videography art direction, social media, environmental and experiential design, packaging, and integrated campaigns from strategy through execution.
- + Work alongside C-Level and Board leadership to develop short- and long-term strategic vision, sustaining ongoing advisory relationships.
- + Developed and launched dozens of successful, growing and lasting brands, and demonstrated financial gains for corporate rebrands and market repositioning.
- + Clients include: Life is Good, Samsung, Moody's Investors Service, Keurig Green Mountain, Brookfield Properties, Hilton Hotels, Loews Hotels, Starwood Hotels (W, Sheraton), Starr Restaurant Group, Iron Chef José Garcés Group, Iron Chef Geoffrey Zakarian Restaurants, and the University of California, Santa Barbara.

2010-2014 **LogicTrail, Brand + Strategic Marketing**, Florence, MA

Associate Vice President, Creative Director

- + As Associate VP and Creative Director, brought branding and visual identity experience to the agency's portfolio, diversifying its capabilities and client funnel.
- + Built a creative team, evolving from 3-8 creatives, to provide comprehensive skills, including design, interactive, writing, strategy, and project management.
- + Managing up to 20 annual client relationships across brand strategy, digital, print, advertising, web, UI/UX, packaging, social media, and environmental design.
- + Designed and launched 30+ successful brand strategies with integrated marketing in a broad range of industries.
- + Demonstrated team leadership, building a collaborative and engaged team culture with high creative expectations and clear communication.
- + Clients included: Baystate Health, Keurig Green Mountain, Samsung, Berkshire Brewing Company, Iron Chef Jose Garces, and Starr Restaurant Group.

2004-2008 **Thirdmark Studios** (a subsidiary of BBG-BBGM), Madison Ave, NY, NY

Creative Director

- + Individually recruited to build an in-house interdisciplinary creative team within a 350-person architecture firm
- + Developed an entrepreneurial, revenue-generating subsidiary of the parent firm, converting this to a hybrid internal/external brand agency.
- + Recruited, developed, and managed a team of 8 creatives focused on external client branding, print, signage and environmental design.
- + Developed an in-house structure and system for consistent brand application, including RFPs, business development, and presentations.
- + Shaped a creative culture that fostered innovation and experimentation, maintaining accountability on high-paced deadlines and high creative expectations.
- + Cultivated dozens of new clients and revenue streams, not only offsetting the cost of the in-house team, but generating meaningful profits for the parent firm.
- + External clients included: Elizabeth Arden, CB Richard Ellis, Related Companies, Hilton Hotels, Sofitel, American Cancer Society, and Superfund.

2000-2002 **CBT Architects**, Boston, MA

Art Director/Designer

- + Led a six-person interdisciplinary creative/design team within a 150-person architecture firm
- + Worked with partners to develop a new aspirational vision and brand strategy for this growing and changing firm culture
- + Launched a new corporate identity that has stood the test of time and continues to reflect the contemporary, innovative vision laid out over 25 years ago.
- + Recruited and managed a team of 6 creatives focused on print, advertising, digital and interactive, environmental graphics, and signage.
- + Developed brand systems and templates for in-house use, and annual marketing and brand awareness campaigns, generating business development opportunities.

Creative Leadership: Architecture & Public Art

1999-2024 **Wodiczko + Bonder**, Cambridge, MA

Designer, Director of Design and Content

- + Twenty-five year creative collaboration with world-renowned artist, Krzysztof Wodiczko, and architects, Julian Bonder and Maryann Thompson.
- + Developed creative translating complex historical, political, and cultural meaning into built environments and public experiences that resonate across diverse audiences.
- + *Mémorial à l'Abolition de l'Esclavage*, Nantes, France (completed 2015) & *Martin Luther King & Coretta Scott King Memorial*, Boston; published and exhibited internationally
- + Additional works: *Newport Slave Trade Memorial*; *Memorial for World Terror*, Denver; *9/11 Memorial Hoboken* (finalist); *Museo del Holocausto de Buenos Aires*.

Creative Leadership: Architecture & Public Art (cont.)

2000-2008 **Michael Bell Design**, New York, NY

Project Architect, Designer

- + Architect and creative collaborator on high-profile architectural works for a small, high-visibility architecture practice in New York City.
- + Designer and Project Architect for the Geffer-Press House in Ghent, NY, completed 2007, overseeing drawing and visualization process, contract documents, on-site construction checks and change orders, and photographic documentation.
- + The *Stations House (Dwell Home Competition)* and the *Binocular House (Geffer-Press House)* were published in *Casabella*, *Metropolitan Home*, *Metropolis*, *Dwell*, and *American Masterworks: Houses of the 20th and 21st Centuries* (Rizzoli, Kenneth Frampton).

Institutional Leadership

2024-2026 **Dean of the School of Arts & Media, President's Senior Leadership Team**

Hampshire College, Amherst, MA

- + Member of President's seven-person senior leadership team as an advisor and decision-maker on budget, strategic planning, and institutional operations.
- + Comprehensive oversight of the School of Arts & Media including strategic visioning, planning, and recruiting for a 12 program, 7-building resource portfolio.
- + Managed \$3M salary budget and a \$1M operations budget, including resources, staff, faculty, marketing, and operations.
- + Curated \$1.5M in development funds with national and international collaboration; spearheaded \$57M advancement campaign brand and messaging strategy.
- + Demonstrated leadership intangibles and an alignment-based leadership style to build trust and collaboration.
- + Fostered innovation and change through clearly defining a shared mission, generating engagement and trust through individual relationship-building.

Innovation Leadership

2014-2016 **The Creativity Center, Director**

Eileen Fisher Foundation, New York, NY & Hampshire College, Amherst, MA

- + Secured a \$600,000 grant, and visioned and launched an institutional center focused dedicated to experimentation, building creative connections and fostering innovation.
- + Managed two staff co-directors, an alumni director, and team of student workers to support and facilitate this change-making center.

2013-2020 **Roddenberry Innovation Program, Co-Director**

Roddenberry Foundation, Los Angeles, CA & Hampshire College, Amherst, MA

- + Secured a \$500,000 grant, and created/led a program providing seed grants, resources, advisory support, and networking for innovators, inventors, and unique creatives.

Academic Experience

2007-2026 **Five College Professor Emeritus of Architecture + Design**

Amherst College, Mount Holyoke College, Hampshire College

- + Taught across three institutions annually in architecture, urban planning, industrial design, graphic design, and interdisciplinary design theory.

Additional Academic Experience: Columbia University GSAPP (Adjunct, 2004 & 2010); University of Massachusetts Amherst (Adjunct, 2007); Mount Holyoke College (Visiting, 2021).

Education

2000 **Columbia University**, Graduate School of Architecture, Planning and Preservation, New York, NY

Master of Science in Advanced Architectural Design (MSAAD)

1999 **Roger Williams University**, School of Architecture & Preservation, Bristol, RI

Bachelor of Architecture (BArch)

Selected Awards & Recognitions

2021	Faculty Design Award, Honorable Mention — Association of Collegiate Schools of Architecture
2018	Finalist — Martin Luther King & Coretta Scott King Memorial National Competition
2017	Brand Identity Silver (3) & Environmental Design Silver (2) — Ad Club of Western Massachusetts
2008, 2006	BAC Unbuilt Architecture Award, ACSA Design Award — Mémorial à l'Abolition de l'Esclavage, Nantes, France
2004	Finalist — 9/11 Memorial, Hoboken Competition
2000	Lucille Smyser Lowenfish Memorial Prize — Columbia University GSAPP
1999	Bernard Spring Thesis Award — Roger Williams University

Software & Tools

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| + Creative: Adobe Creative Suite | + Social Management: Hootsuite, HeyOrca | + AI: Base44, Claude, Claude Code, ChatGPT |
| + Motion: Adobe Premiere Pro, After Effects, Animate | + Email Campaigns: Mailchimp, Constant Contact | + Workflow: Google Workspace, Microsoft 365 |
| + Architecture: AutoCad, Revit, Rhino, 3dStudio, Sketchup | + CRM: Salesforce, Slate, HubSpot | + Project Management: Asana, Slack, Monday, Wrike |
| + Web/SEO: Webflow, WordPress, Squarespace | + Analytics: Google Analytics, Webflow Analytics | + Fabrication: Laser Cutting, CNC, 3DPrint, Waterjet |

Portfolio and work samples at **thomlong.com** and **ideaco.com**