

Max Dietshe

New Business Developer
Client Whisperer
Customer Experience Strategist

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AGENCY EXPERIENCE

Blue Egg Strategy **2016 - present**
San Francisco, CA and New York, NY
Strategist

Blue Egg uses information design and plain language to help organizations tell their stories clearly and concisely. The result: Improved communications and interactions that enhance the user experience and deepen customer relationships. Clients include agencies as well as insurance and healthcare companies.

Spring Studio, a BBVA Company **2014-2016**
San Francisco, CA
Director of Strategy and Accounts

Spring Studio is a boutique digital research, strategy and UX design firm that has served clients ranging from startups and fintech firms to *Fortune* 50 financial companies. The agency was acquired by BBVA in 2015.

- Developed, managed and grew key client relationships, including KeyBank and Franklin Templeton.
- Consulted on content strategy and simplified experience with selected clients.
- Led in-house research team.
- Defined, evolved and promoted Spring's strategy offer.
- Led new business pitches and developed proposals.

Addison Design Company **2001-2014**
New York, NY
SVP and Practice Lead, Simplified Experience

Simplified Experience clarifies complex interactions and experiences for clients in financial services, insurance, health care and education.

- Developed innovative approaches to communicate complex information clearly, enhance customer experience, streamline processes and cut costs. Deliverables included communications architectures, user touchpoints, financial reporting and financial-advisor tools – B2B, B2C and B2B2C – across all channels.
- Led all sales efforts, developing, managing and growing relationships with clients including Merrill Lynch, Wells Fargo, T. Rowe Price, Schwab, Morgan Stanley, Liberty Mutual, Aetna and other top-tier firms.
- Significant not-for-profit work for National Academy Foundation, GMAC and NYC Department of Education.
- Drove marketing and thought-leadership efforts for the practice.

COMMUNICATIONS CONSULTING (PRO-BONO)

Bent on Learning
Brazilian Cultural Center of Chicago
Children's Aid Society
Samuel Dixon Family Health Centers
Healing Hearts, Healing Minds
The Jeffrey Foundation
KEYS for the Homeless
Literacy Works
Rose's Fund for Animals
The Uni Project

VOLUNTEER ACTIVITIES

That Man May See
San Francisco, CA
Volunteer 2016

SF Students Back on Track
San Francisco, CA
Volunteer Tutor 2014-present

Refugee Transitions
San Francisco, CA
Volunteer Tutor 2014

East Harlem Tutorial Program
New York, NY
Volunteer Tutor
Member, Junior Board
2001-2014

NYC Board of Education
New York, NY
Workplace Mentoring Program
2000-2001

CORPORATE & OTHER EXPERIENCE

OppenheimerFunds, Inc., New York, NY

- **Director of Marketing Communications**

Deloitte & Touche, New York, NY

- **Director of Marketing Communications, Tri-State Region**
- **Manager, Tri-State Proposals and Sales Support Group**
- **Proposal Consultant, Tri-State Group**
- **Communications Specialist, International Operations Group**

British-American Chamber of Commerce, New York, NY

- **Publications Manager**

EDUCATION

Columbia University School of International Affairs

New York, NY

MA, Western European Studies

Columbia College of Columbia University

New York, NY

BA, German Language and Literature

Teaching House

New York, NY

CELTA certification to teach English as a second language (ESL)

WellesleyX

Wellesely, MA

Certificate of Achievement, Italian Language and Culture: Intermediate

WellesleyX

Wellesely, MA

Certificate of Achievement, Italian Language and Culture: Advanced

Italingua

San Francisco, CA

Ongoing studies in Italian

PERSONAL

Married with one child. Play guitar, banjo, mandolin and piano in a variety of musical genres and settings. Former distance runner (completed nine full marathons) who now enjoys camping, kayaking, wilderness canoeing, surfing, skiing and yoga.