

Philip N. Malcolm, III

Strategic Advisor and Former CMO

Phil is a seasoned marketing executive with more than 30 years of experience leading brand strategy, customer engagement, digital transformation, and business growth for organizations including AAA, Sam's Club, The Walt Disney Company, and IBM.

As a former Vice President of Marketing for AAA, Phil led marketing strategy and multiple business lines including Membership, Insurance, Travel, and a Member Loyalty program. His primary focus has always been to combine the art of strategic marketing campaign development with the science of measurability and attribution. His favorite 3 phrases that epitomize his marketing philosophy are, "Move from art to science", "Rinse and Repeat", and "The beauty of and, versus the tyranny of or".

Phil believes that great marketing is a result of moving from solely art focused executions to insight-based executions that leverage or change consumer behavior in attributable and measurable ways. Once identified, he believes that you "rinse and repeat" to continuously improve the results.

"The beauty of and, versus the tyranny of or" concept relates to Phil's desire to pursue the harder solution instead of accepting basic trade-offs. This leads him to resist compromise and binary choices to relentlessly pursue collaboration and more holistic solutions.

Phil holds an MBA in Marketing and Finance and a bachelor's degree in Business Administration from Florida Agricultural and Mechanical University (FAMU). He is extremely proud of his FAMU legacy which includes many family members and is also where his parents met.

Phil is passionate about faith, leadership, family, community involvement, and helping organizations connect meaningfully with the people they serve. Lastly, and most importantly, Phil is a devoted husband to Lori, a father of four, and a lovestruck grandfather of three.

