

# Social Impact Branding for a Global Healthcare Organization

## Headline

I led a cross-functional team that realigned The Menopause Society with its mission.

## Role and Results

The Mission of The Menopause Society is to be *the* global resource for providers. But at the beginning of a web site engagement I identified a critical challenge: they had been engaging in broader consumer conversations but didn't have the resources to establish an authoritative voice. This diluted the strong brand that had been supporting its Mission. As the Director of Brand Strategy, I helped my co-worker design research to generate relevant branding input, developed insights-based positioning, evolved their name, and partnered with colleagues to infuse the strategy into the new logo, tag, content, UX, design and marketing. The positioning – “Leading the Conversation” – refocused The Menopause Society toward empowering professionals who, in turn, improved women's health. The strategy unanimously passed the Board and helped the Client drive social engagement, more efficiently deploy staff resources, and better support the brand's critical trust attribute.

## Skills

Understand Market Dynamics | Build Differentiated Positioning | Ensure Brand Alignment

Develop Compelling Touchpoints | Craft Powerful Messaging | Articulate Enterprise Narrative

Manage Complex Initiatives | Disseminate Best Practices | Partner with Leadership

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I'm a brand innovator with a broad background helping corporations, marketing agencies, and non-profits achieve their objectives by developing insights-based positioning, crafting powerful narratives, and partnering with colleagues to infuse those stories into marketing, communications, and experiences. I'm exploring Northeast Ohio and remote opportunities to leverage my 23-years of experience in brand strategy, strategic communications, and purpose-driven marketing.

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The  
**Menopause  
Society™**

*Leading the Conversation*