

Biography and boilerplate.

Three approved lengths, with the actual word count on each so a program with a hard limit can pick without counting. Edit for house style, but the title, the company and the trademarks should survive the edit.

SHORT · 47 WORDS

Don Dodds is a marketing technologist and strategist and the founder of M16 Marketing®. He introduced PIEARM™ in 2015 to eliminate random acts of marketing, and it is now the architecture of his proprietary Marketing Operating System. He has written for the Forbes Agency Council since 2020.

MEDIUM · 99 WORDS

Don Dodds is a marketing technologist and strategist, the founder of M16 Marketing® and the author of the annual Marketing Decision Delta. He introduced PIEARM™ in 2015 to eliminate random acts of marketing, and it is now the architecture of his proprietary Marketing Operating System.

He has spent thirty years building the systems underneath marketing, and that work kept returning the same finding: the build is rarely what fails. Organizations with capable teams, good tools and abundant data still cannot say what changed, why, or what to do next. He has written for the Forbes Agency Council since 2020.

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In the 1990s he sat across from business owners and explained why the Yellow Pages were about to stop working. Most did not believe him. He spent the next three decades in that same position, standing between a change that had already happened and organizations that had not yet reorganized around it. He built and exited a multi-vendor commerce platform, scaled an international platform for medical schools, and founded M16 Marketing in 2013.

He is a technologist by training and temperament: he builds the thing and watches what it reveals. Across more than a thousand engagements what it kept revealing was that the technology was not the constraint. Companies with capable teams, good tools and abundant data still could not answer the simplest questions about their own marketing.

PIEARM began inside M16 as the discipline that stopped the organization forgetting what it had learned. It connects research, strategy, creation, intelligence and optimization into one cycle, so each stage inherits from the one before it and hands evidence back to the one after. The Marketing Decision Delta scores how well organizations decide, by putting the same three questions to four leaders in one company. The distance between their answers is the finding.

He has written for the Forbes Agency Council since 2020, with work also appearing in Forbes Japan and HuffPost.

BOILERPLATE, FOR THE END OF A RELEASE

Don Dodds is a marketing technologist and strategist and the founder of M16 Marketing®. He introduced PIEARM™ in 2015 to eliminate random acts of marketing, and it is now the architecture of his proprietary Marketing Operating System. He writes for the Forbes Agency Council and publishes the annual Marketing Decision Delta at dondodds.com.

How the name is set

The name	Don Dodds. The title is Marketing Technologist and Strategist. On second reference, Dodds.
Trademarks	M16 Marketing®, PIEARM™, Marketing Decision Delta™ and Decision Delta™ carry their marks on the first and most prominent mention in a piece, and plain thereafter. Decision Delta is the short form of the measure after first mention, and Delta is never used on its own.

Attribution	Forbes Agency Council in full, never Forbes alone. Council columns are published on forbes.com under the Forbes Agency Council, and describing them as a Forbes byline is inaccurate.
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The logo	Do not stretch, recolor, rotate, box, add effects to, or rebuild the lockup. The one-color files cover single-ink reproduction. Full standards are in DonDodds-Identity.pdf.
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