



# PAUL MISER

Chief Strategy Officer  
Icreon

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DIGITAL BUSINESS EXECUTIVE  
BESTSELLING AUTHOR  
DYNAMIC SPEAKER

## EXPERIENCE BRAND STRATEGY

Paul Miser is a seasoned digital business professional with almost two decades as an entrepreneur and intrapreneur—building global brands and organizations at the forefront of technology. Leveraging digital technologies, methodologies and processes, Miser's strategic framework helps companies develop a long-term vision with short-term action and immediate growth.

Currently, Miser is the CEO of Chinatown Bureau, a growth strategy agency, and Chief Strategy Officer of its parent company Icreon, a digital solutions agency. Together, Chinatown Bureau and Icreon have developed an Acceleration Studio that guides brands to see their consumer relationships in a new, profitable way—solving their biggest growth challenges through Go to Market, Consumer Experience, Commerce and Business Model strategies.



Paul brings an insightful lens to a term we use far too often (or incorrectly) that it's begun to lose meaning. Digital transformation? To be drivers of change and leaders in transformation, **we must be deeply connected to our surroundings and move swiftly with bold action.**



### JOHN NOE

CEO. Founder. Entrepreneur.  
Co-Founder and Former CEO of Rokkan,  
a Publicis Groupe Company

Prior to starting Chinatown Bureau, Miser spent his career in advertising firms like VMLY&R and Hudson Rouge where he built multi-million-dollar business units innovating, establishing, and operationalizing technology for real business and brand growth. These businesses included an outsourced digital marketing agency, an innovation and emerging media lab, a brand content publishing organization, and a consumer experience and product development accelerator.

Working with clients like Lincoln, Ford, Novartis, Tempur Sealy, Colgate-Palmolive, LG and Xerox, Miser has not only delivered industry-leading business growth in complex organizations, but also has been recognized globally by Cannes Lions, the Clios, the Webby's, the One Club, and the Effie Awards.

Miser lives in New York City with his wife and children. He received his MBA at Northwest Missouri State University in Maryville, Missouri.

## CLIENTS + ORGS



## SPEAKING TOPICS

2030: WHAT'S TO COME IN CUSTOMER EXPERIENCE

DIGITAL TRANSFORMATION IS BULL\$#!T

WINNING IN THE JOURNEY ECONOMY

THE NEW WORLD OF JOURNEY ECONOMICS

**LET'S CREATE SOMETHING TOGETHER –  
CUSTOM FIT FOR YOUR AUDIENCES**