

HOME

Marshall Cannon

High Performance Brand Marketing



ABOUT ME

When people think about high performance, they often picture a race car—precision engineered, powerful, and built to move fast with purpose. I like to think of myself as the engine behind the vehicle: the force that helps brands accelerate, evolve, and break through the noise.

With more than three decades of experience in marketing, branding, and creative leadership, I've built a career around transforming ideas into meaningful customer experiences. My journey began in graphic design, creating print advertising, logos, business cards, and traditional marketing materials. As technology evolved, so did my capabilities—expanding into web design, digital marketing, video production, and integrated brand development.

Over the years, I developed a passion not just for design itself, but for how design shapes every interaction a customer has with a brand. This broader perspective led me into brand-focused leadership roles where strategy, storytelling, creativity, and customer experience converged.



A close-up photograph of a black graduation cap with a tassel, resting on a glowing blue and yellow circuit board. The background is dark with bokeh light effects.

EDUCATION

WATT

I am also the founder of WATT, a nonprofit organization dedicated to empowering youth through art, culture, design, and technology. Through WATT, I strive to create opportunities for young people to discover their creativity, build confidence, and prepare for future careers in emerging creative and technical fields.

SERVICE

While traditional education and institutional achievement are important, I believe service to the community carries equal value. For ten years, I proudly served on the Board of Directors for the Lewy Body Dementia Association, contributing to advocacy, awareness, and support efforts for individuals and families impacted by the disease.



The early years

After relocating to San Francisco, I began my professional career as a designer for Homes & Land Magazine. That experience became the foundation for my understanding of corporate marketing and the practical application of design principles in a real-world business environment.

Tech

My first major venture into the technology sector came with Symantec, where I served as the Global Consumer & Small Business Design Manager. The role marked a significant evolution in both my professional experience and leadership responsibilities, expanding my work from creative execution into global brand strategy and management.

My Pie

In 2005, I launched My Pie, a specialty pie business in San Francisco. For nearly four years, I operated the company as a sole proprietor, building the business entirely from the ground up in one of the nation's most competitive and celebrated food cultures. The experience sharpened my entrepreneurial mindset and deepened my understanding of what it truly takes to build a brand from vision to execution.

2010-2018

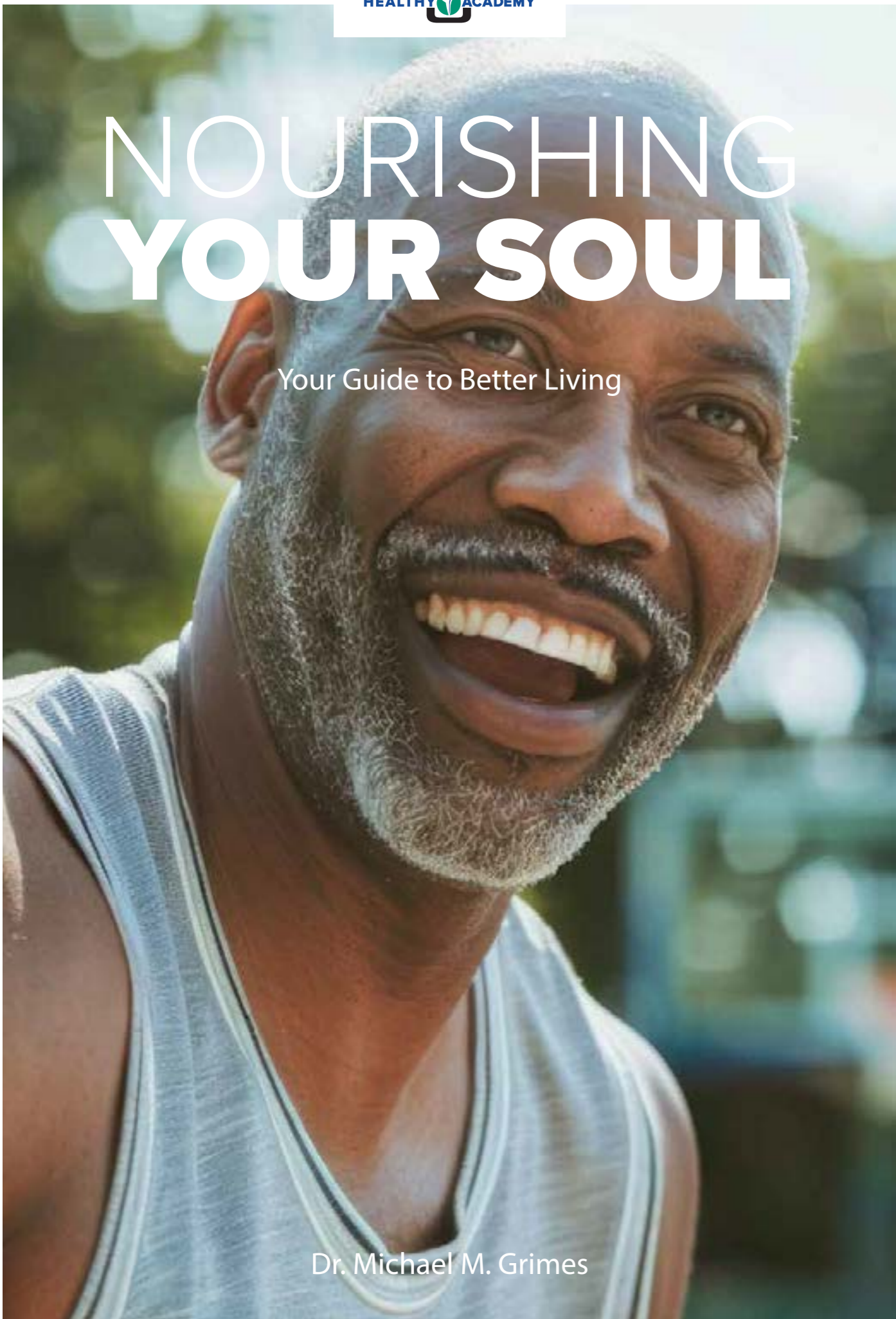
From 2010 to 2018, I led multidisciplinary design and creative teams across digital, print, and web platforms for both McAfee and Delta Dental of California. During this period, I held leadership roles that included Senior Production Manager and Web Production Manager at McAfee, followed by Senior Creative Services Manager at Delta Dental of California.

WHAT I DO

High-performance brand marketing is the driving force behind sustainable, long-term growth. I help put your marketing investment into turbo drive—creating strategies and brand experiences that not only elevate your business to the next level, but position you as a recognized leader in your market.

By combining strategy, creativity, and customer-focused design, I help brands build momentum, strengthen visibility, and create meaningful connections that drive lasting results.

PRINT



Print design is the foundation of my expertise in typography, composition, and targeted marketing communication. For more than 30 years, I have developed a wide range of print materials including business cards, stationery, newsletters, flyers, packaging, and branded collateral.

Working in print demands a meticulous level of precision and attention to detail because the medium leaves very little room for error. Unlike digital design, where revisions can be made instantly, print production carries real costs and permanent consequences. That reality taught me the importance of accuracy, thoughtful execution, and maintaining high standards throughout every stage of the creative process.

HEALTHY U ACADEMY

HEALTHY U ACADEMY
Care. Community. Culture.

Wellness Care Meets TECHNOLOGY
In a world where technology is everywhere, we deliver medical care through technology wherever you are for whatever you need.

24/7 Telemedicine
Our 24/7 telemedicine services— give you instant access to licensed healthcare professionals. Whether it's the middle of the night or during a busy workday, care is always just a click away.

- No Appointment Necessary**
When you are in need of medical care for non-emergency services, your simply a click away. Your care your way from anywhere you are.

01. Mobile device 02. Laptop, tablet or computer

Common Conditions

Checking results from lab test or x-rays	Doing physical or occupational therapy
Checking on common problems like headaches or infections	Using remote patient monitoring tools to track your health
Looking at skin problems	Talking to someone about your feelings or problems with issues like alcohol or drugs
Managing your medicines	UTIs (urinary tract infections) in women
Colds or an upset stomach	
Checking in with your provider after surgery	

Education
This is where we help patients harness the power of technology to improve their health. While most medical providers treat and release patients into a world of confusion, we stay with them every step of the way. No matter where they are, patients can access live care, join webinars and events—live or recorded—and feel supported on their health journey at all times.

- Ways to Engage**
When you need non-emergency medical care or information, you're just a click away from expert support. Whether you're at home, at work, or on the go, educational support is always within reach.

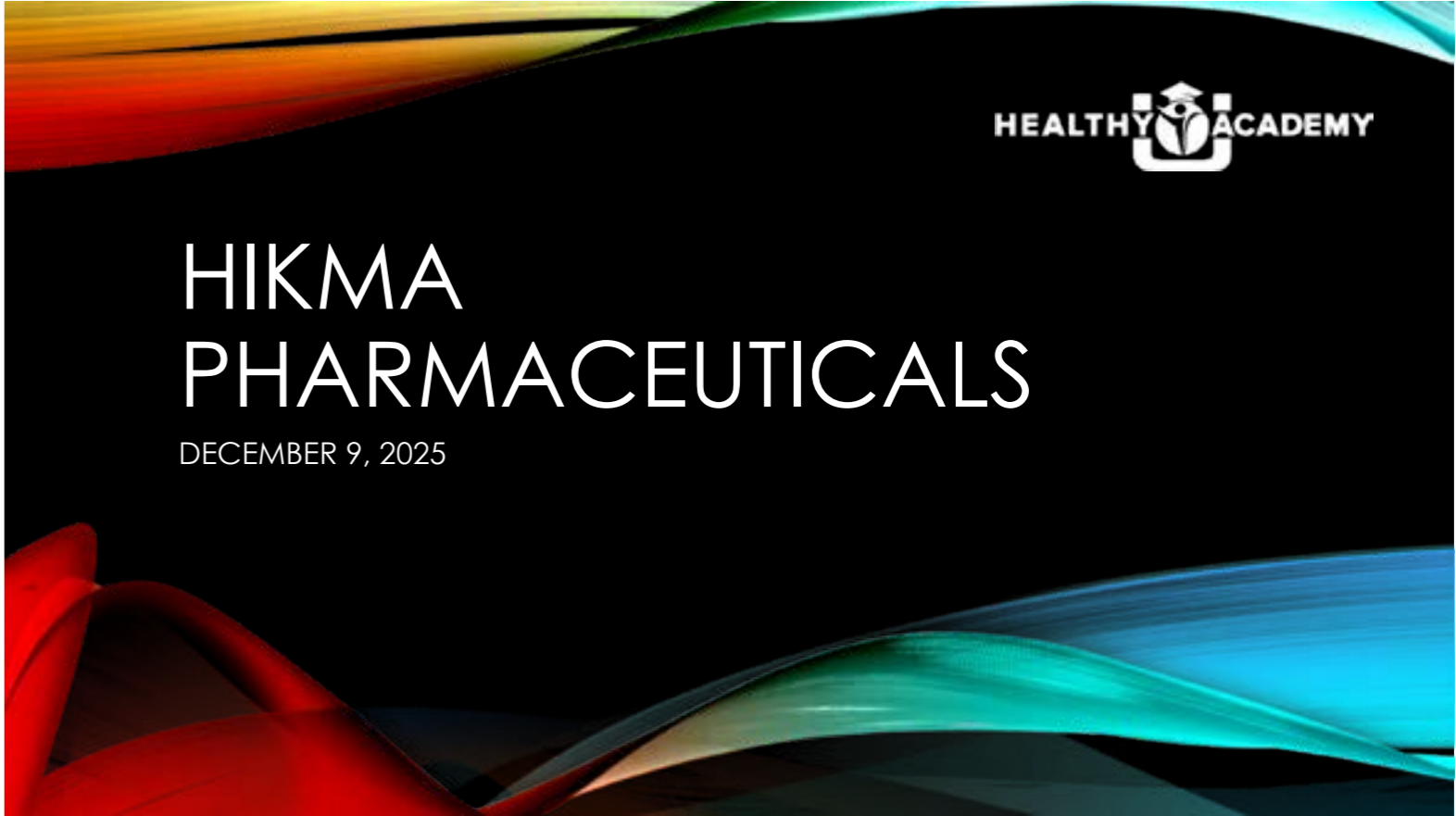
01. Live in-person Events 04. Product Reviews
02. Webinars 05. Nutrition Plans
03. Online Article Library 06. Fitness Experts

Natural Supplements

- > Practitioner-quality natural supplements wellness products for your mind & body.
- > Gentler & safer organic supplements for weight loss, high blood pressure & hypertension.
- > Proven effectiveness – we don't recommend products based on reputation, but on effectiveness

Integrative Medicine
A medical practice that is healing-oriented rather than disease-focused. A combination of allopathic treatments with holistic medicine and mind-body therapies.

Branding and Marketing
Established the brand values and guidelines to build into all communications including an update to the logo.



healthyuacademy.com

HEALTHY U ACADEMY

Care. Community. Culture.

Presentations
Created the template for presentations that embodies the spirit and energy of Healthy U Academy with positivity and reinforcing the concept of bringing light out of the dark.

ERT (now Clario)

Issue #1

ERT POC & DIVERSITY NEWSLETTER

“TECHNOLOGY IS BEAUTIFUL BECAUSE IT BRINGS PEOPLE TOGETHER”

OPEN THE DOOR

Ashni Niemeyer has been with ERT for over 10 years. She manages both the Knowledge Management and Local Support teams in Customer Care. Ashni is active in Women's Leadership and is also the global co-chair of the POC Network.

Q&A with Ashni Niemeyer

We asked Ashni a series of questions about her own perspective on the People of Color Network at ERT and diversity in general.

Where are you from originally and where do you currently live? I was born in Durban, South Africa but currently live in Würzburg, Germany, near the Estenfeld office which I am based out of.

How would you describe your upbringing with respect to diversity? From my earliest memories, I saw that my world was very strictly separated by race and I believed that it was normal. Apartheid was simply there. I did not question that there were delineated places my family and I could live in, which doctor we could see, where we could receive education, shop, the careers and professional level we could aspire to or the amount of wealth and comfort we could accumulate. My grandmother, a very strong woman and our family's matriarch, did a solid job of making me believe we had privilege. I did not know we were poor because she made sure we appreciated everything we had and that we shared it with those less fortunate than us. As I grew and understood the hardships and hard lines my family fought against, Apartheid enraged me and diversity, equity and inclusion became central to my adolescent years. She became my role model and I joined her in the many ways she tried to fight discrimination and to help others. Consequently, I also saw very strong women as the norm.

Continued inside>

IN THIS ISSUE:
Q&A with Ashni
Women's History Month
Diversity Training
Mentoring
2021 Things to Come

UPCOMING EVENTS:
22 March - Microaggressions Diversity Training
April Roundtables
Speaker sessions

Diversity Newsletter

ERT (now Clario) is a clinical trial software company. I had the privilege of designing a newsletter that helped establish an ongoing conversation about diversity. It would feature a spotlight of an employee and general information around diversity topics.

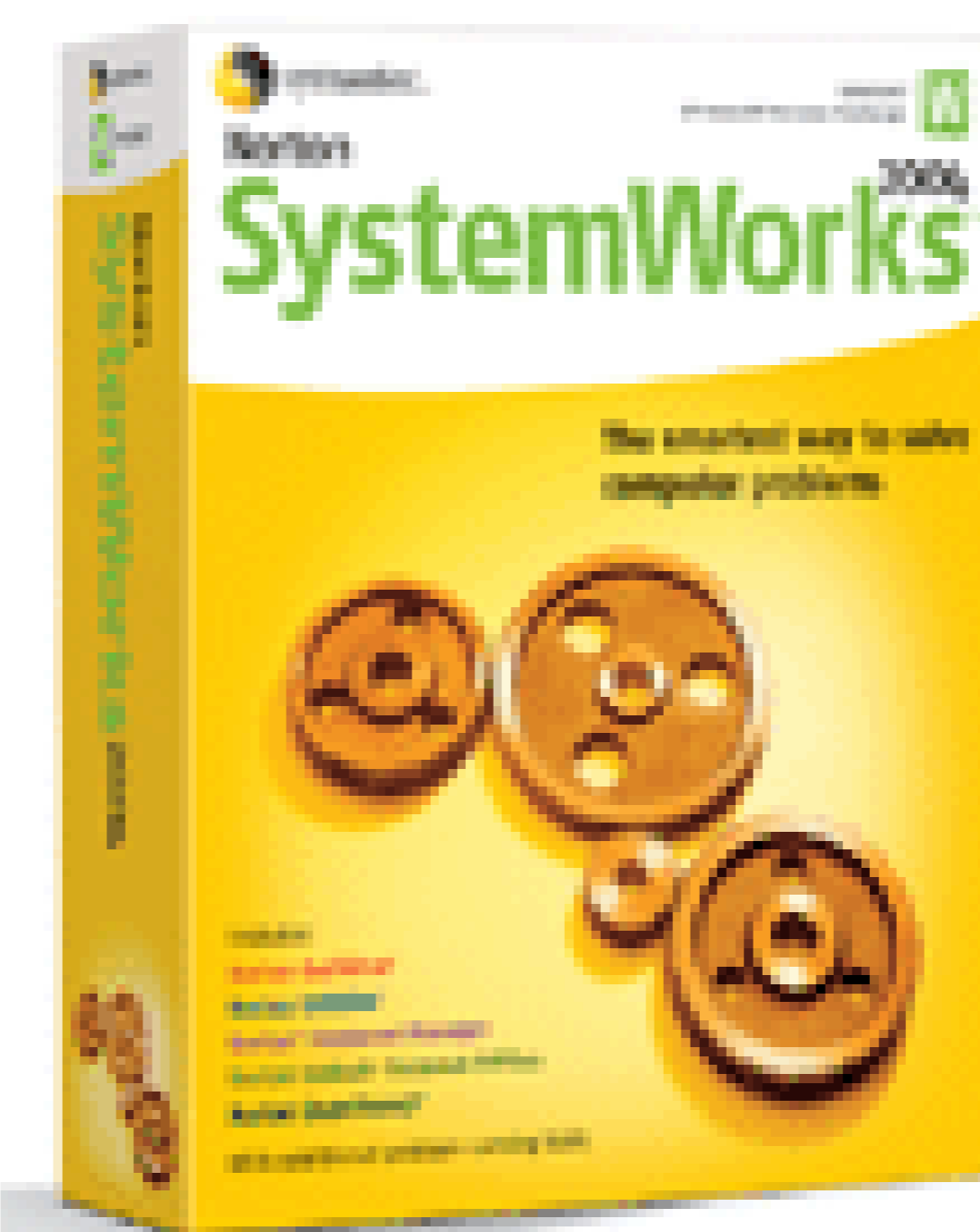
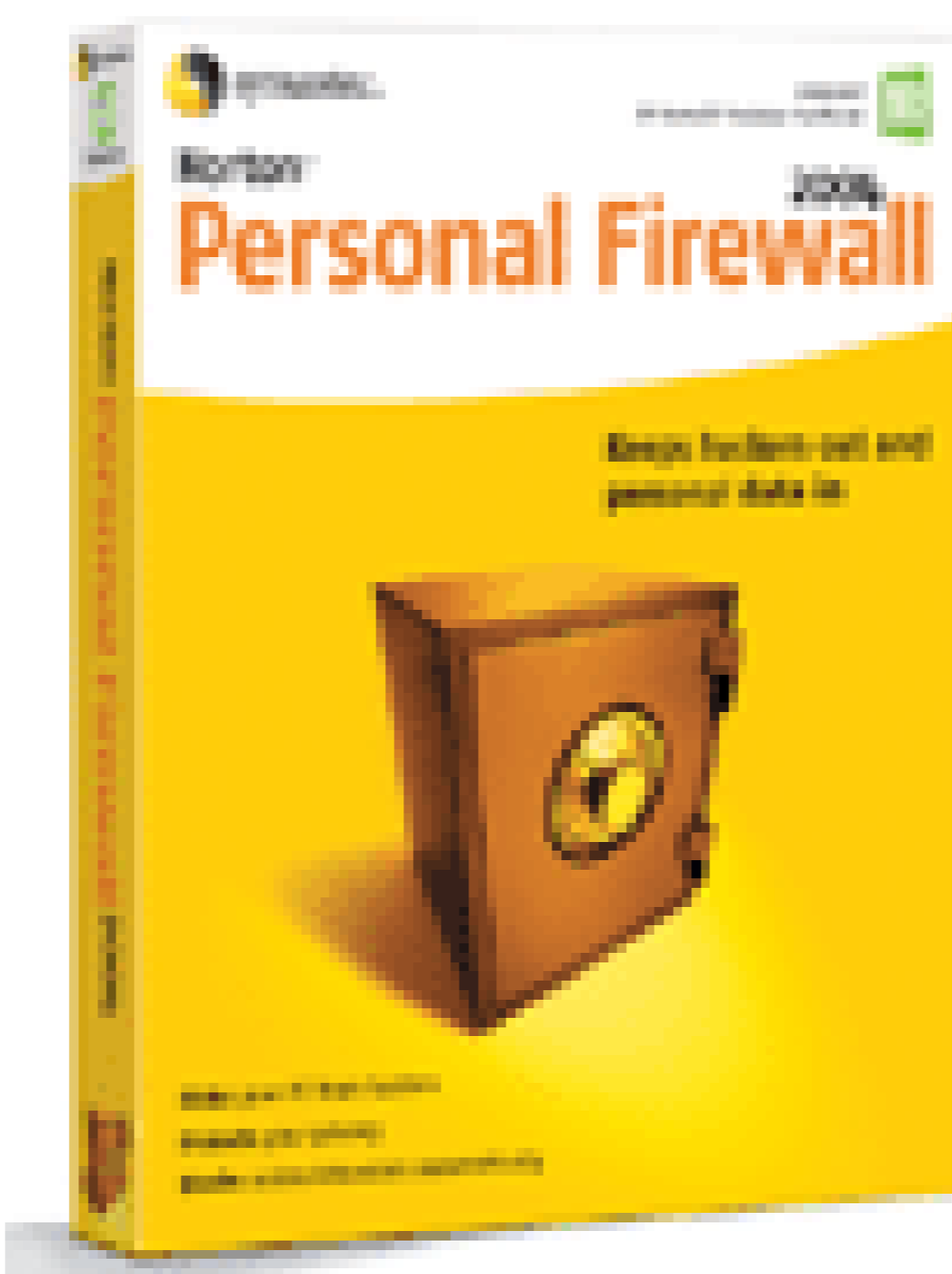
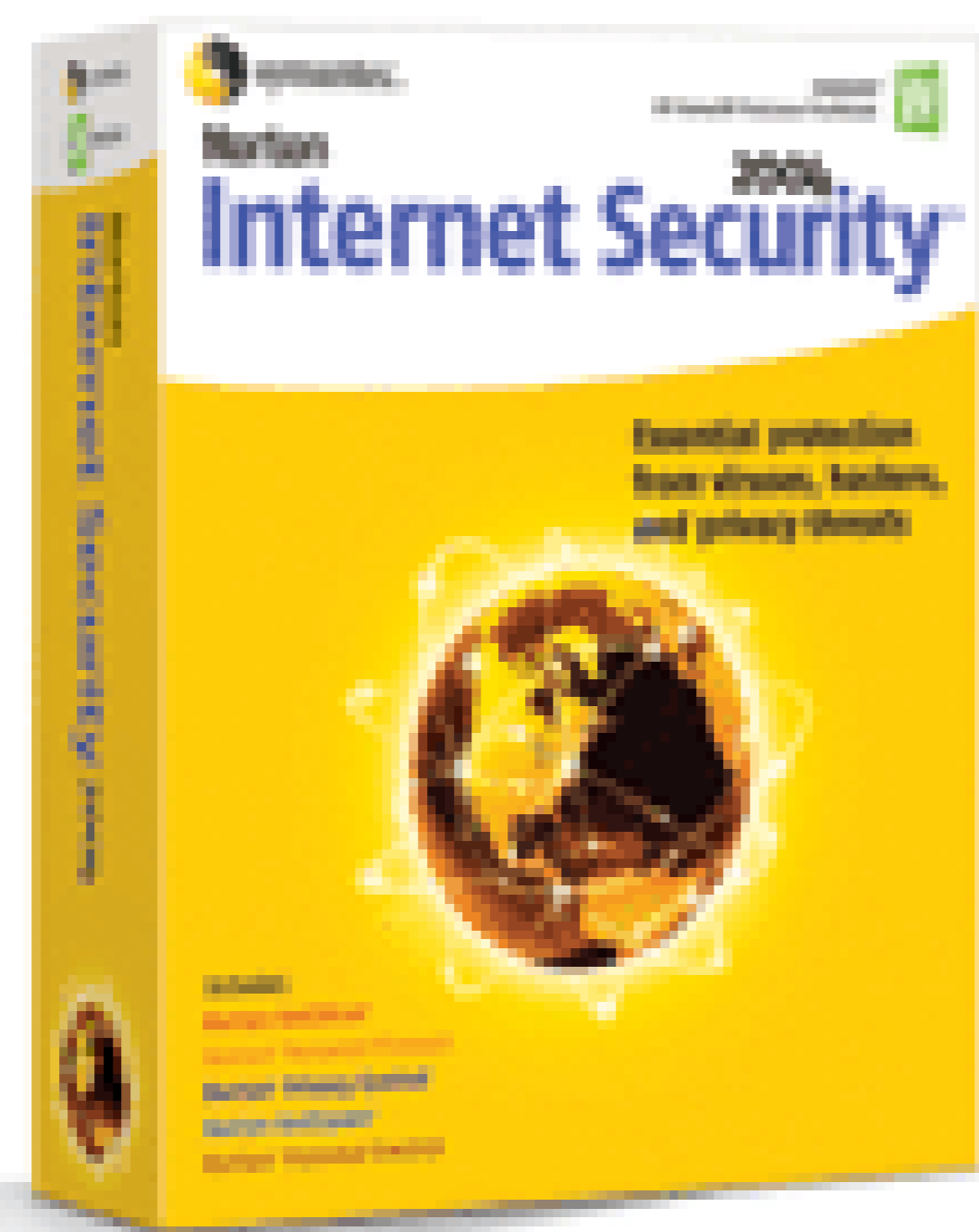
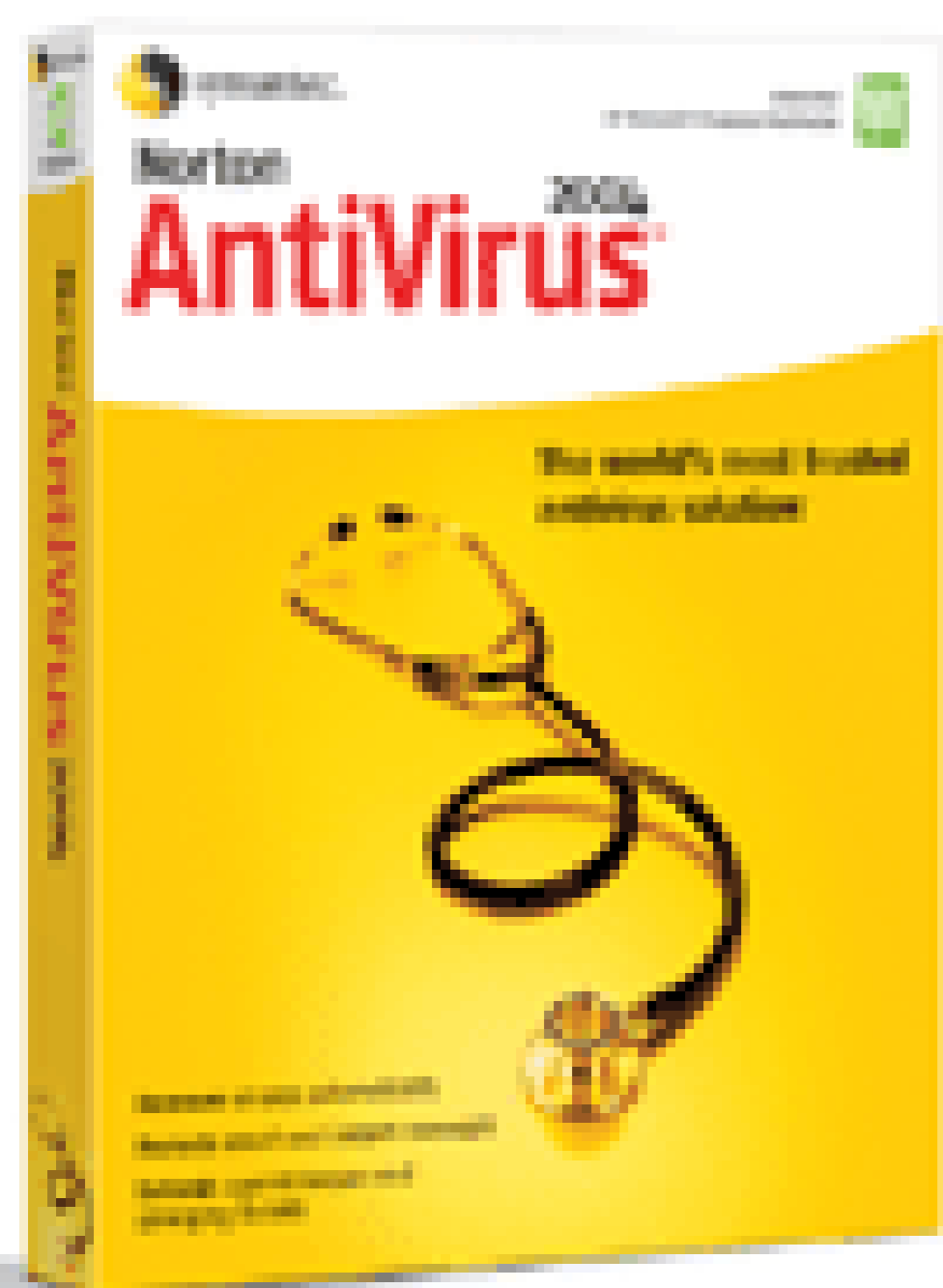
PACKAGING



Packaging is more than marketing it is a science. The ability to attract both the repeat customers and new customers is in itself a challenge, but throw in the fact that in most consumer spaces where packaging is displayed, you have competing brands all attempting to do the same thing.

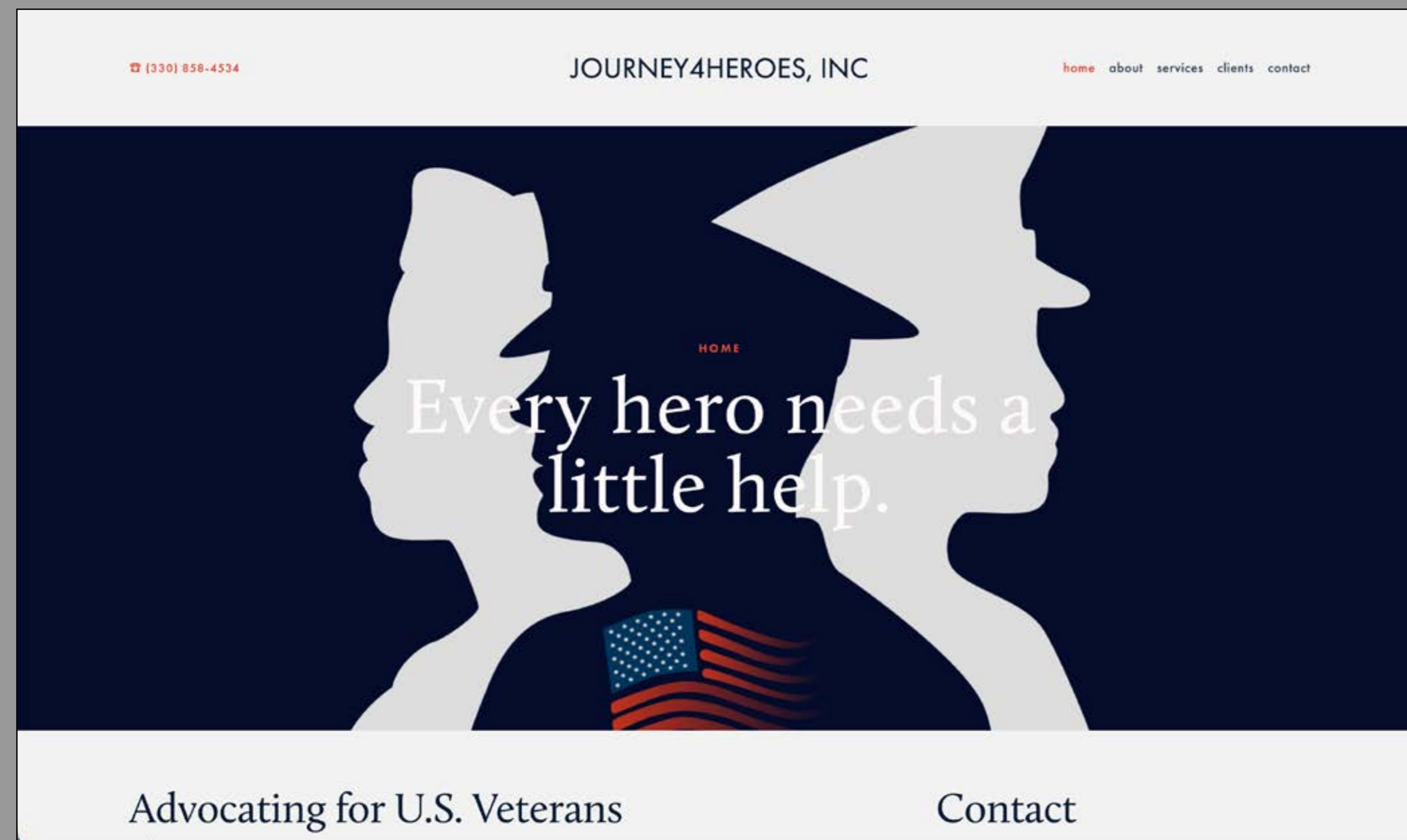
SYMNANTEC

At the time these packages were designed, Symantec was the global leader in security software, with a highly recognizable and well-established brand presence around the world. Designing for such a widely distributed product line presented unique challenges, particularly in balancing strong shelf presence with the varying regulatory, language, and informational requirements of different international markets.

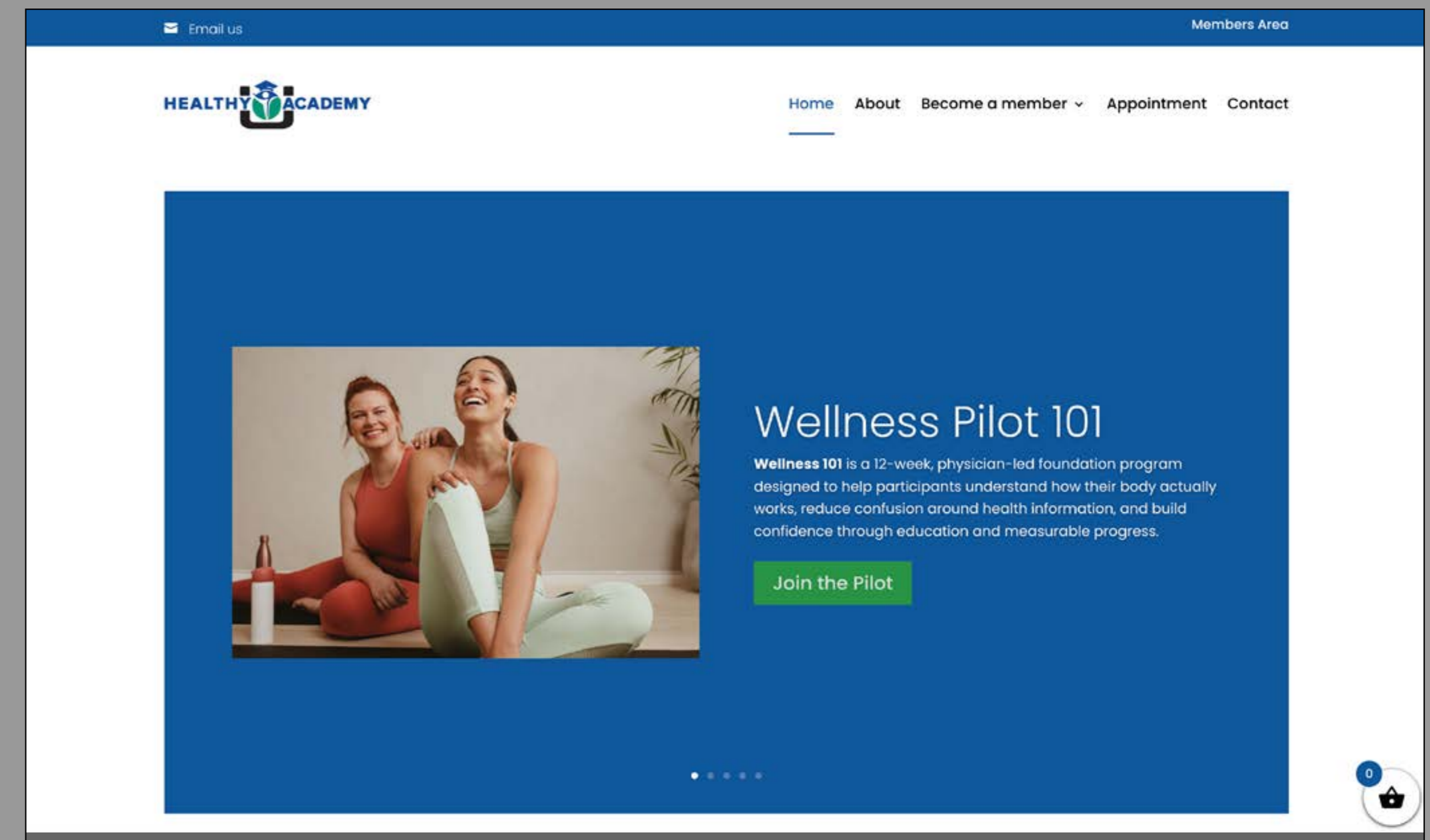


As Design Manager, I was responsible for maintaining brand consistency across all packaging while adapting designs to meet the specific needs of diverse global regions.

WEB



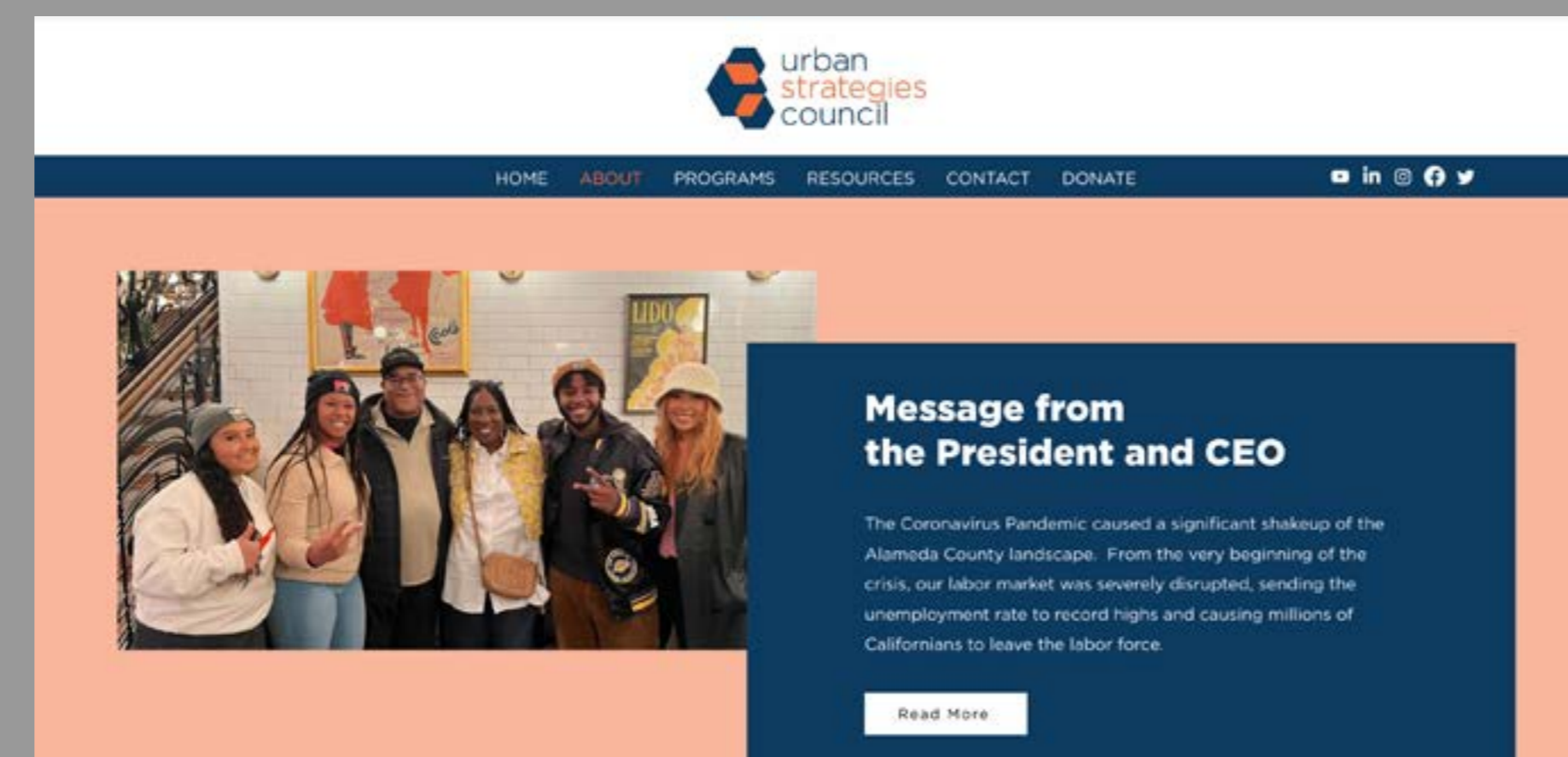
Journey4Heroes, Inc., a nonprofit organization based in Akron, Ohio, is dedicated to helping veterans access the support and resources they need—from counseling services to programs tailored to their individual challenges and circumstances. I designed this website with the intentional goal of both honoring and informing. The experience was crafted not only to celebrate the courage and service of our veterans, but also to provide a clear, accessible pathway to the support systems available to them.



Healthy U Academy is a startup organization dedicated to advancing metabolic wellness through education, support, and personalized health-focused resources. I led the development of the brand experience from the ground up, overseeing the website's creative direction, copywriting, brand guidelines, and overall site design and production. The project focused on creating a modern, trustworthy, and informative digital presence that reflects the organization's commitment to wellness, transformation, and community education.

URBAN STRATEGIES COUNCIL

Founded as a non-profit in 1987, the Council works with stakeholders in low-income communities of the Bay Area.



This site honors the beauty of Oakland. Urban Strategies Council is committed to identifying, developing and executing those strategies that enrich urban life for all the communities that we serve.

LOGOS



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