

Joe McCormack is passionate about helping people gain clarity when there is so much competing for our attention. In a world of shrinking attention spans and information overload, people struggle to focus.

An experienced marketing executive, successful entrepreneur and author, Joe is recognized for his work in concise, strategic communication and leadership development. His book, “BRIEF: Make a bigger impact by saying less” (Wiley & Sons, 2014) tackles the timeliness of the “less is more” mandate. His new book, “NOISE: Living and leading when nobody can focus” (Wiley & Sons, 2019) continues this conversation and addresses the daunting challenge of how to focus when the brain is bombarded by external and internal noise and unable to tune in.



An energetic leader, he founded The BRIEF Lab in 2013 after years dedicated to developing and delivering a unique curriculum on executive communication for U.S. Army Special Operations Command (Ft. Bragg, NC). He actively counsels military leaders and senior executives on effective, efficient communication and produces the weekly podcast series “Just Saying.” The BRIEF Lab’s mission is to help organizations create an elite communication standard to improve operational efficiency and effectiveness. His clients include Mastercard, Grainger, Boeing, Harley-Davidson, TransUnion, BMO Harris Bank, DuPont and a variety of U.S. military units.

Previously, he served as SVP, Corporate Marketing at Ketchum, a top-five marketing agency in Chicago, where he directed its corporate marketing practice and introduced new service models to enhance messaging and deepen relationships with market influencers. He received a BA in English Literature from Loyola University of Chicago where he graduated with honors. Joe is fluent in Spanish and has broad international experience. He lives in suburban Chicago and Pinehurst, NC.