

Joe McCormack is passionate about helping professionals gain focus and clarity in a world of too much information, too much collaboration, and too much noise. As an entrepreneur, marketing executive, and author, he is recognized for his work in concise, strategic communication and leadership development.

In 2006, Joe founded Sheffield Company (<https://sheffieldcompany.com/>), a specialty marketing agency that focused specifically on the core value of a concise message and the power of visual storytelling to get a point across through narratives and visual storytelling. The small agency grew doing impactful work for major brands as well as large and small companies looking to clarify and simplify their message.



In 2013 Joe launched The BRIEF Lab (<https://thebrieflab.com/>), after years dedicated to developing and delivering a unique curriculum on executive communication for US Army Special Operations Command (Fort Bragg, North Carolina). The BRIEF Lab's mission is to teach not only military leaders but also professionals an elite standard of communication to improve operational efficiency and effectiveness.

Joe's first book *Brief: Make a Bigger Impact By Saying Less* (Wiley, 2014) sets the standard for concise communication. His next book *Noise, Living and Leading When Nobody Can Focus.* (Wiley, 2019) addresses the devastating effects on information overload, digital devices, and non-stop distractions. His podcast, "Just Saying" helps professionals become effective and efficient communicators in an age of information overload.

In 2022, Joe launched a new program called, "Quiet Works" ([www.quiet-works.com/](http://www.quiet-works.com/)) to help professionals manage the noise in their lives by finding dedicated times and places for quiet. The first Quiet Workplace, an immersive learning center to provide, promote, and protect quiet in the workplace, is now open in Southern Pines, North Carolina. His latest book *Quiet Works: Making silence the secret ingredient of the workday* (Matt Holt, 2024) empowers professionals to work better together by investing more time working alone.

Before his entrepreneurial ventures, Joe served as Senior Vice President 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.

Joe's clients include Microsoft, American Express, Grainger, eBay, Harley-Davidson, Bank of America, JLL, and a variety of U.S. military units and government organizations.

Joe received a BA in English Literature from Loyola University of Chicago where he graduated with honors. He is fluent in Spanish and has broad international experience.

Joe and his wife Julie split his time between New Hill, North Carolina, and Chicago, Illinois. To learn more, please visit <https://josephmccormack.com/>.