



DERYCK J. THOMPSON

Deryck Thompson is a proven Brand Entertainment and Experiential Marketing expert with over 15 years of combined agency and client-side experience. An adept strategist and marketplace analyst, he has consistently brought brands closer to their core audiences vis-à-vis “BIG IDEAS” and breakthrough executions.

Deryck has driven strategy and developed multi-platform integrations and national PR programs designed to strengthen brand equity and win share of voice for Fortune 100 CPGs, lifestyle brands and entertainment properties.

In his current role as managing partner of KontentFarm Marketing, he has created signature events celebrating the legacy and pioneering work of television great Norman Lear. In 2015, he executed “Shape the World” at NYC PrideFest for client, Quest Diagnostics; making it the first public-facing company to utilize VR technology as an immersive brand experience. Since 2012, he has worked with The United Nations Foundation to create and implement programs and large scale activations for its International Model UN Conference. This year, he developed a strategic partnership with Participant Media and the Nat Geo Channel to integrate the Malala Fund and the documentary film “He Named Me Malala.” Under current developmental (in partnership with the United Nations Association of the USA), is a national program for the Kellogg Foundation’s TRHT (Truth, Reconciliation, Healing and Transformation) initiative.

As Public Relations lead for Alize, Deryck developed annual PR plans that effectively moved the needle on year-over-year sales & distribution and exponentially increased brand awareness among key targets. He led the execution of a multi-city national tour entitled “The Wendy Williams Experience: Live;” the campaign proved widely successful in reenergizing Alize and served as a brand-building springboard for Wendy Williams.

As Public Relations brand manager of the gins, liqueurs and whiskies categories at Diageo NA, he developed and drove strategy to meet fiscal marketing goals on a brand-by-brand basis. Singular in his skillset is the development and implementation of Participation Platforms to drive sustained stakeholder engagement. In this role, he led in creating and executing live events, original branded content, strategic partnerships and brand integrations. Notably, he oversaw the launch of Godiva Vodka that was a joint partnership with the Godiva Chocolatier. Godiva’s launch campaign generated 384.2MM impressions and exceeded KPIs by over 250% to help drive commercial distribution and increase depletions by 27% (YOY). At the 2011 Sundance Film Festival he created celebrity hotspot - “The Bailey’s Warming Hut” – an experiential execution that brought the Baileys brand to life with compelling touchpoints, private performances by Carol King & One Republic and nightly sets by celebrity DJ Elijah Wood.

Deryck has been instrumental in driving diversity PR and inclusive marketing strategies for Ford Motor Company, Burger King Corporation, United States Marine Corps, The Home Depot, Quest Diagnostics, Courvoisier, Kobrand Corp (Alizé Liqueurs) and others. He has developed, implemented and executed strategic brand alignments with a broad range of A-list celebrities, All-star athletes, senior executives and public figures. Notable among these are First Lady Michelle Obama, Anne Hathaway, Magic Johnson, Wendy Williams, Kayne West, Queen Latifah, Beyonce, Stevie Wonder, Sean “P Diddy” Combs, The Weinstein Company, Norman Lear and more.

As a team leader, he has mastered the art of consensus building and cultivating strong, cohesive partnerships.