



MARC MACALUSO

THE ECOSYSTEM EXPERT

SUPERPOWERS

- Authentic narrative
- Strategic transformation
- Macro-micro vision

"We need different tools, different skills, different dispositions, and even, an ontological shift for the world we find ourselves in — a world that is rapidly changing, increasingly interconnected, yet proportionally full of opportunities for the keystones of agency and imagination to thrive."

LINKEDIN

[Marc Macaluso](#)

BIOGRAPHY

Marc is a serial entrepreneur, consultant, and creative talent. At 26, Marc's first co-founded tech venture, InfoLabs, based on complex adaptive systems, was sold to IBM. He later became the head of product and creative director at Bain Capital backed, DataSynapse. That company was acquired by Tibco. Marc then launched the first Creative Technology division at digital arm of one of the world's most prestigious advertising firm, BBDO New York. There, Marc led large cross-disciplinary teams and launched synchronized global campaigns for Fortune 50 brands. Marc's latest entrepreneurial venture is co-founder of Compass, an online learning platform. Marc thrives in helping organizations transform their business, methodologies, and brand for the shifting paradigms of the 21st century. Marc is also a film maker represented by William Morris Endeavor. Marc's talents as a storyteller, bridges perfectly into his consulting work in digital strategy, transmedia execution, and world building conception and execution. Marc has lived in four continents and considers the world his home.

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