Nathan Friedman
Co-President & Chief Marketing Officer

Nathan leads the multifaceted brand strategy, product marketing, consumer engagement, communications, advancement, partnerships, creative and content functions. He brings more than 20 years of experience building iconic brands, crafting impactful campaigns, and leading teams through complex operational challenges to his role as Co-President and Chief Marketing Officer.

Nathan began his career at Ogilvy, where he drove strategic marketing and communications efforts, and held numerous roles, including managing director of its Chicago office and global account leader. He eventually led the firm’s four-office West Coast operation where he directed the rollout of the Affordable Care Act in California.

Previous roles include General Manager of a mid-sized agency and President of a consultancy focused on branding and marketing strategy for startups in the impact space. He serves on the board of directors of the Point Foundation – the nation’s largest LGBTQ+ scholarship fund.

He graduated from Washington University in St. Louis, and holds a B.A. in Political Science.

Nathan and his brother each have learning and thinking differences, which makes Understood’s cause very important to him and his family.

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