

Expertise

- Brand building, reputation, and strategic communications
- Purpose-led marketing that delivers a more inclusive experience
- Accessible, individual-first branding
- Reimagining how companies view and engage with learning and thinking differences

In The Media

- [Coming Out: How to Tell Your Kids You Identify as LGBTQ](#) | Parents.com (June 2023)
- [Google announces a reading mode for Chrome that's unlike any other](#), TechSpot (March 2023)
- [Educating The Next Generation On Being Heard As Entrepreneurs](#), Forbes (December 2022)
- [Nonprofit Understood Takes Note of Educational Differences And Opportunities Post-Pandemic](#), Forbes (September, 2021)
- [How to create an inclusive hybrid working environment](#), Quartz (June 2021)
- [Agencies Ramp Up Inclusion Efforts for the Disabled Community](#), PR Week (May 2021)

Speaking Engagements

- 2021: [Associations of National Advertisers](#)
- 2019: AdColor, “Programs on a Mission”

Authored Content:

- [How Learning to Navigate Dyslexia Landed Me in the C-Suite](#), Adweek (March 2023)
- [Addressing Your Child's Learning and Thinking Difference](#), LAParent (May 2022)
- [DEI Efforts Must Account for Neurodiversity](#), Adweek (November, 2021)
- [How markets can change the game for the neurodiverse](#), The Drum (August 2021)

Social Media

- [LinkedIn](#)



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.

Understood.org is the only lifelong guide for those who learn and think differently.

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