

CASE STUDY

DAVID BISHOP

How can you execute a successful pivot in your career and make a name for yourself in a new industry?

For prominent Hollywood studio executive David Bishop, the first step was tapping into the branding and positioning expertise of brandiD.

"The brandiD branding process allowed me to **dig deep** into my past experience and helped me see **how to position the best parts** into the marketplace."

David Bishop

TheDavidBishopGroup.com



DAVID BISHOP

David Bishop spent 30+ years as a top executive at prominent Hollywood studios, including serving as president of Sony Pictures Home Entertainment and MGM Home Entertainment. After retiring from the corporate sector, David founded the David Bishop Group, where he provides executive leadership and organizational development coaching to companies world-wide.

HIGHLIGHTS

CHALLENGES

- Needed brand strategy and a process to help him uncover a personal brand that would position his new business and direction
- Needed a web presence that would help him highlight the most important and relevant portions of his vast corporate career and instantly establish credibility in his new venture
- Needed a flexible online platform that could grow with his business

SOLUTIONS

- Customized website + logo to showcase the full range of his pursuits and expertise
- Refined process + partnerships in strategy, copywriting, design + development, as well as integrated marketing to bring his brand to life

RESULTS

- A unique personal brand that positions and differentiates David in his new role and industry
- A website and online presence that establishes instant credibility and is primed for all future growth
- Web copy and design that provides an intuitive user experience and helps convert potential leads into clients.
- A framework that has prompted him to clearly define his biggest interests, most desired target market, and most impactful strengths

CHALLENGES

Positioning—and branding—a high-profile corporate executive transitioning into the next chapter of his career

David Bishop is no stranger to helping businesses achieve explosive growth. For over 30 years, he was a titan in the digital media industry, widely recognized as a powerhouse for consumer product launches.

He's held prominent roles at some of Hollywood's most high-profile studios, including President of both MGM Home Entertainment and Sony Pictures Home Entertainment. At MGM, he led the industry in the DVD market revolution, increasing MGM Home Entertainment's revenues from \$300 million to \$1 billion.

At Sony, he was instrumental in the launch and marketing of both Blu Ray and digital distribution market platforms, contributing to Sony's \$20+ billion in gross revenues despite a recession and the decline of the DVD market.

It's no wonder then, that when David retired from corporate America, he took with him the well-deserved, yet default branding of a go-to digital media mastermind and top corporate executive.

Yet despite all of this experience, David was ready for an entirely new challenge: to shift away from working *within* businesses to running his own. He was eager to uncover the next chapter in his career.

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“I had a vague notion of what I wanted to do,” David said. “I definitely still wanted to contribute and make a difference, and I also wanted the challenge of starting my own business, where the product I was selling wasn't Spiderman or James Bond, but David Bishop.”

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“To help me figure out my next move, I thought about things that really invigorated me, and there were a couple key areas. One was building high-performing teams and mentoring the next wave of leaders. The other was the startup community—I’m inspired by their creative thinking and a desire to solve problems in unique ways. So, I started playing around in both of those areas, and pretty quickly I began thinking about leadership and organizational development work. It appealed to me because I could have a business that was portable and a lifestyle that was flexible.”



For these reasons, David decided to start The David Bishop Group, offering coaching and consulting services in leadership and organizational development to companies world-wide.

David knew that a critical component to establishing his new business would be to create cohesive branding and a stellar website. Yet he questioned how to incorporate the highlights of his expansive career, while creating a personal brand that differentiated his new direction.

David needed a strategic partner to help him create a brand and an online presence that would allow him to successfully pivot into the next chapter in his career.

SOLUTIONS

A dedicated team with a step-by-step process for developing powerful and personal brands

David heard about brandiD through one of his former employees, who'd left to create his own company, also in the development arena. When David saw his colleague's new website, he was impressed with its unique look and feel as well as its interactive functionality. After hearing that brandiD had created the site, he reached out to them himself, enlisting their help in building his brand and website, too.

Following their refined step-by-step framework for developing powerful personal brands, David began the process by tapping into the strategic expertise of brandiD founder Rachel Gogos. Through several one-on-one sessions, the two discussed the goals for his brand, the audience he aimed to reach, and the overall message he wanted to communicate in his new business.

David said that, despite his vast experience in the corporate world, developing his own brand was a new experience for him.

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“The process of building a brand was not foreign to me,” David said, “but the process of building a personal brand was. Yet while the process was unique, the experience was seamless—and also a bit intense in a good way. It uncovered what was important to me and what the most important message was to get out there. It also dug deep into my past experiences and helped me position the best parts of me in the marketplace.”

David said of all the components of his brand and website creation—which included strategy, logo design, copywriting, web design and development—the branding process made the biggest impact on him.

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“Having a team of people learn about and tell my story helped me see ways of portraying myself that I probably wouldn’t have thought of on my own,” David said. “The team was objective but asked the right questions. It was a powerful exercise in and of itself and created the resulting copy and flow of my website.”



RESULTS

An online platform that enhances his credibility plus serves as a funnel for new clients

With his branding and website complete, David now has an online platform that functions as a headquarters to showcase his expertise and services as well as attract new clients. David claims he’s been thrilled with the way it’s enhanced his credibility in the coaching arena.

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“My website definitely increases the overall level of my credibility,” David said. “When somebody hears that I’m doing this type of work or I’m referred to someone, they would naturally go to either my website or try to find me on LinkedIn. I like that my website allows me to have a place where all of my information and experience is captured in a very professional manner. It’s way more in-depth than what I’m able to cobble together on a platform like LinkedIn.”

David experienced another valuable feature of having a high-quality website—its ability to funnel new (and in this case, notable) prospects directly into your inbox.

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“Often people hear about me and check out my website, but sometimes the contact comes directly through the website,” David said. “That’s how I signed IMAX as a client, and went on to do a lot of consulting and leadership development work there. They came in directly through my website.”

With his online headquarters working to benefit his business, David is primed and ready for more growth, an objective he’s eagerly pursuing.

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“My goal is expansion,” David said. “I’m going to continue working one-on-one with clients, but I’m also bringing some of the best professionals in the leadership and organization world together. So, my focus now is on activating that global network, as well as expanding on a vision that I’ve always been passionate about: making the workplace fun. Those are the next steps for me.”

From high-profile corporate executive to independent business owner, the next chapter of David Bishop’s career looks like it will be just as successful as his last.

DAVID BISHOP

Want to create a brand and a website that helps *you* execute a successful pivot in your career?

Find out how we combine strategy + branding + website creation to make it happen.

brand **iD**[®]

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