

## Jonathan Ball

### DIRECTOR OF CONTENT – UNITED STATES

Jonathan Ball is a member of the marketing department, accountable for Insigniam's content and [\*IQ Insigniam Quarterly\*](#)®.

Jonathan is an accomplished writer and well-rounded content marketing and digital media professional with 20 years of experience leading editorial departments, newsstand publications, integrated marketing teams and omni-channel campaigns for Fortune 100 brands.

His passion is creating engaging, award-winning content strategies and campaigns for clients such as AT&T, General Motors, Johnson & Johnson, Warner-Brothers Discovery, Omni Hotels and Resorts, Dell and more. Jonathan's writing has been featured in Fortune, U.S. News and World Reports, Yahoo Finance and the Austin Business Journal.



Prior to joining Insigniam, Jonathan served as the creative director of Moth Consulting Group LLC; a content marketing and creative services boutique. In previous roles, he served as the editor-in-chief of DS News magazines, as well as Creative Director at Capital One—where he built a multi-disciplinary creative team and led all B2B/B2C marketing and advertising campaigns—and he was on the team that re-launched SUCCESS Magazine in 2006, where he also served as managing editor of SUCCESS.com.

Jonathan served on the editorial team that first launched Insigniam Quarterly nearly a decade ago and has served as an editor of both the print and digital editions in the years following.

He holds a B.A. in Political Science from the University of Texas at San Antonio. His first book, *Wild Year*, debuted at #1 on Amazon in the new U.S. travel books category in 2020.

### Awards and Recognition

- Leader in Inspiring the Firm, Insigniam, 2023
- “On the Move” Award, Dallas Business Journal, 2018
- The Academy of Interactive Visual Arts’ Gold Communicator Award of Excellence as the managing editor of IQ Insigniam Quarterly, 2014

### Public Speaking and Service

- Guest Lecturer, The University of Texas at Dallas, 2016-2018
- Guest Lecturer, Southern Methodist University, 2016
- Advisory Board Member, Digital Accelerator Program, Southern Methodist University
- Fundraising Chair, McKinney Family YMCA, YMCA Of Dallas
- Board Chair, Historic Preservation Advisory Board, McKinney City Council

- Board Member, McKinney Young Professionals, McKinney Chamber of Commerce
- Board Member, The Lightening Alliance Community Development Corp.
- Board Member, Chestnut Square Historic Village Advisory Board
- Mentor, American Marketing Association, DFW Chapter
- Communications Committee Member, Investment Program Association of America
- Committee Member, 2020 U.S. Census Committee, McKinney, TX

## Thought Leadership Articles

- Engineering a Biotech Breakthrough, IQ Insigniam Quarterly, Summer 2024
- Welcome to the Generative World Order, IQ Insigniam Quarterly, Summer 2024
- France's Approach to the Four-Day Workweek: Innovative or Exclusionary?, Insigniam Blog, March 2024
- The Next Cold War: China vs. Your Bottom-Line, IQ Insigniam Quarterly, Fall 2023
- Perfecting Her Own Paradigm, IQ Insigniam Quarterly, Summer 2023
- Owning the Game, IQ Insigniam Quarterly, Summer 2023
- My ChatGPT Session from Hell, Insigniam Blog, May 2023
- Crisis Has No Playbook: Bill Pappas, MetLife EVP and Head of Global Technology and Operations, IQ Insigniam Quarterly, Spring 2023
- The Best [Virtual] Onboarding of My Career, IQ Insigniam Quarterly, Spring 2023
- Bonduelle Fresh Americas CEO, Andrea Montagna on Overcoming Unique Challenges, IQ Insigniam Quarterly, Fall 2022
- Signet Jewelers Continues to Achieve Growth Despite Massive Disruption, IQ Insigniam Quarterly, Fall 2022
- CEO Masterclass: Learn Leadership Lessons from Michel Landel and Bill Boisture, IQ Insigniam Quarterly, Fall 2021
- Mayo Clinic Leaders Take Digital Health to the Next Level, IQ Insigniam Quarterly, Fall 2021
- Going Beyond the Pie Graph: Learn How to Achieve True Diversity and Inclusion, IQ Insigniam Quarterly, Fall 2021

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