

Jon Kleinman brings more than twenty-five years of experience in consulting Fortune 500 companies. He has broad experience in the pharmaceutical, biotech, high-tech, retail, and consumer products industries. Jon leads Insigniam's Marketing team and oversees content creation, publications and digital marketing strategy.



Clients credit Jon for his ability to break down complex issues into approachable and actionable insights and for his focus on demonstrable results. His recent projects include helping a global supply chain company launch a potentially game-changing innovation and supporting an executive leadership team in a pharmaceutical company to align on their designed future and create a decision rights matrix to allow for necessary rapid decision-making. Jon worked with clients to formulate and launch a new organization within a global pharmaceutical company, working with them to navigate a complex, matrixed system. A year in, the organization is viewed as an unequivocal success and a model for how the rest of the organization does business.

Before joining Insigniam, Jon led the east coast division of an international training and development company as the firm's senior sales manager. He has used his sales experience to redesign and implement streamlined marketing efforts and to facilitate the implementation of other new programs.

Jon holds a B.A. in English and a B.A. in Psychology from Syracuse University and attended graduate school at Temple University, where he studied Communications and Journalism.

## Awards and Recognition

- Leader in Client Satisfaction, Insigniam, 2015, 2022
- Broke story uncovering Philadelphia Daily News layoffs amid labor strike, 1995
- Artist, works displayed in local galleries and placed through the National Arts in the Mall program

## Public Speaking and Service

- Keynote speaker, LifeNet Health Leadership Summit
- Co-chair, Syracuse Alumni Association, Philadelphia Region
- Keynote speaker to top 80 members of Johnson & Johnson's Vision Care America's Marketing Division on building a high-performing team, Callaway Gardens
- Active member in local charities and community organizations; volunteers with religious associations and youth athletic leagues

## Thought Leadership Articles

- Burnout is Breaking Your Board, *IQ Insigniam Quarterly*, Fall 2025
- Leading for What's Next, *IQ Insigniam Quarterly*, Summer 2025
- Prototyping Genuis: The Magic of Design Thinking, *IQ Insigniam Quarterly*, Spring 2025
- The Art of Influencing Chaos, *IQ Insigniam Quarterly*, Winter 2024
- The Consumer Goods Industry: Supply Crunch, *IQ Insigniam Quarterly*, Winter 2024
- AI Anxiety: Will Tech-Savvy Gen Z'ers Pluck Jobs from Millenials?, Insigniam Blog, May 2024
- Can AI Revolutionize the Art of Being Human?, *IQ Insigniam Quarterly*, Spring 2024
- Building a Better French Fry, *IQ Insigniam Quarterly*, Summer 2023
- Not All Conversations Are Created Equal, *IQ Insigniam Quarterly*, Spring 2023
- Companies Are Waking Up – It's the People That Matter, Insigniam Blog, December 2020
- Work From Home: Do We Trust One Another?, Insigniam Blog October 2020
- The Future Has Never Been Certain, Insigniam Blog, July 2020
- Being Present and Productive In the Age of COVID-19, Insigniam Blog, April 2020
- The Source of Trust, Insigniam Blog, February 2020
- Aging Out of High Performance?, Insigniam Blog, January 2020
- Boeing's Culture Problem, Insigniam Blog, January 2020
- It's Not About You, Insigniam Blog, October 2019
- But I Told Them..., Insigniam Blog, October 2018
- A Rose By Any Other Name..., Insigniam Blog, May 2018
- GameChangers: Innovation Beyond Horizon 3 (Part 1), Insigniam Blog, April 2017
- Creating Conversations, *IQ Insigniam Quarterly*, Winter 2017
- Co-author, The Three Horizons of Strategic Frontiers, *IQ Insigniam Quarterly*, Fall 2016
- Creativity And Innovation Cannot Ward Off Complacency, Insigniam Blog, June 2016
- Co-author, Leading for a Corporate Culture of Design Thinking, *IQ Insigniam Quarterly*, Summer 2016
- Co-author, The Art and Science of Breakthrough Performance, *IQ Insigniam Quarterly*, Spring 2016
- Co-author, Design Thinking: New Product Development Essential from the PDMA (Product Development and Management Association), Chapter 12 “Leading for a Corporate Culture of Design Thinking,” October 2015
- Generic To Branded Pharma: Part II — Discovery and Dialogue; Part IV — Results, Insigniam Blog, August 2015
- How U.S. Energy Producers Outflank OPEC, Insigniam Blog, June 2015
- Forces That Thwart Innovation: Part I; Part II – Corporate Gravity; Part III – Immune System; Part IV – Myopia, Insigniam Blog, April – May 2015
- How Big Blunders Propel Breakthroughs, Insigniam Blog, February 2015
- Delta's CEO Embraces Innovation All The Way To Stratospheric Results, Insigniam Blog, October 2014
- Has Cisco Gone From Leading to Needing Innovation?, Insigniam Blog, August 2014
- Avoid Falling Victim To The Pitfalls Of Ineffective Teams, Insigniam Blog, April 2014
- 4 Keys To Evaluating Innovation Initiatives, Insigniam Blog, September 2013
- 3 Ways To Shatter The Breakthrough Barrier, *IQ Insigniam Quarterly*, Spring 2013

- [The Elusive “Culture Conundrum”, Insigniam Blog, April 2013](#)
- [Leadership Accountability: Own All Of Your Actions, IQ Insigniam Quarterly, Winter 2013](#)
- [Addressing “Facts” As Your Organization Sees Them, Insigniam Blog, December 2012](#)
- [Innovating While Staying Compliant, Insigniam Blog, December 2012](#)
- [Which Kind Of Leader Are You? The Answer Should Depend On The Challenge At Hand, IQ Insigniam Quarterly®, Spring 2013](#)
- [The Case For Accountability, Insigniam Blog, November 2012](#)
- [The People Factor Of Business Results, Insigniam Blog, November 2012](#)
- [Fear Factor: What Keeps Organizations Stuck In “Business As Usual”?, Insigniam Blog, September 2012](#)
- [Enterprise Innovation Challenge: How Do You Accelerate Innovation?, Insigniam Blog, September 2012](#)
- [What The Recession Taught Enterprises About Complacency, Insigniam Blog, August 2012](#)
- [Four Pillars To Monetizing Innovation, Insigniam Blog, August 2012](#)
- [It’s Not All In The Medicine: The Human Factor Of Drug Development, Insigniam Blog, July 2012](#)
- [Rewrite The Rules With A Blockbuster Breakthrough, Insigniam Blog, June 2012](#)
- [Avoiding The Landmines Of Process Redesign, Insigniam Blog, June 2012](#)
- [That Guy Pushing The Broom Is An Innovator, Insigniam Blog, May 2012](#)
- [Want Innovation? Stake It Out!, Insigniam Blog, May 2012](#)
- [Breakthrough Performance: The Future Is Now, Insigniam Blog, April 2012](#)
- [Turn An FDA 483 Into Opportunity, Insigniam Blog, April 2012](#)
- [Process Mapping In One Day? Yes!, Insigniam Blog, March 2012](#)

## Insigniam B.I.T.s Podcast

- [How To Create Value For Your Customers Through Innovation, December 2021](#)

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