

# MADONNA DEVERSON

RESEARCH + STRATEGY + BRANDING

**Creative thinker with a strategic mindset and proven ability to deliver actionable, insightful analysis for clients.**

---

Originally from Australia, I moved to London in 1998 and spent ten years in strategic planning departments at top advertising agencies Leo Burnett, D'Arcy, and WCRS. After six years as the Head of Information for the Leo Burnett Group, I moved to the US in 2007 when I won the green card lottery.

In New York, I began working in investigative news research at Fox News' Brainroom and at The New York Times - arguably two of the most influential, agenda-setting organisations in media. As a new arrival to broadcast news and the US, working on the Obama election, the collapse of the global financial system and a heavy political agenda was a dive into the deep end, but I quickly became hooked on news. I provided story research, fact-checking, and background briefs for producers and reporters. I managed a team of information specialists, monitored the accuracy of their work, and wrote for print, digital and on-air platforms.

I was asked to lead the Intelligence Department at Ogilvy & Mather in 2011. There, I recruited and supervised a team of expert researchers as well as the Research Library, intranet, and syndicated resources for the agency's global network. We handled 2,000 research requests a year across North America. 'Bringing the outside, in' was our mission. I was also an Adjunct Professor for the Masters in Branding + Integrated Communications program at The City College of New York and represented Ogilvy as a judge for the Advertising Research Foundation awards.

In 2015, I was recruited and relocated to Los Angeles by the Chief Strategy Officer of Interpublic's Deutsch agency to head up a new department, Brand Intelligence and develop a "world-class" research and planning team. Deutsch won Effie awards for the first time.

I recently returned to the US from Australia where I had been working as a freelance strategist, researcher and copywriter. I worked for local and global advertising agencies, publishers, authors, brand consultancies and their clients.

---

## EDUCATION

UNIVERSITY OF MELBOURNE  
Bachelor of Arts in English

---

## EXPERIENCE

- 2016** ○ CONTXTURE  
Consultant: Research and Strategy
- 2015** ○ DEUTSCH LA  
EVP, Brand Intelligence North America
- 2013** ○ Ogilvy & Mather NY  
Head of Intelligence Group
- 2011** ○ Ogilvy & Mather NY  
Director, Intelligence & Information
- 2007** ○ Fox News Research NY  
Assignment Manager
- 2001** ○ Leo Burnett London  
Head of Information Group