



Bill Bowman

Founder
Strategy, Design & Systems
Bowman Design Direction

Creative director and brand strategist who turns specialized expertise into brands, digital experiences, and business systems people understand and trust.

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Profile

I Start with Understanding

For thirty-one years I have run one method on every engagement: understand the business before touching the artifacts, write it down, and let every deliverable inherit the same understanding.

The outputs have ranged from identity systems and enterprise commerce to publishing platforms and AI-driven discovery, for organizations ranging from solo practices to [L.L.Bean](#), the [Boston Symphony Orchestra](#), ULTA, and [ROI Solutions](#). The work is strongest where expertise is hard to explain, audiences are fragmented, or systems have drifted apart. I lead teams of two to twenty-six, onshore and offshore, and I translate between strategy, design, and engineering because I have done all three.

What I Bring

Four Roles, One Person

The combination clients have described for three decades.

Creative Direction

One senior person holding strategy, design, systems, and brand stewardship in a single head: the strategy of a CMO, the systems thinking of an architect, the technology fluency of a CTO, and the eye of a creative director.

Digital Experience and Commerce

Enterprise commerce and experience design since the first online stores, including ATG programs for [L.L.Bean](#), New York & Company, and ULTA. Purchasing, merchandising, and content systems built on information architecture that reveals relationships rather than merely organizing information.

Brand and Business Strategy

A structured discovery method, practiced since 1995, that uncovers what a business is before anything gets designed: business roadmap, brand architecture, audience architecture, competitive position. Twenty-three published case studies document it.

Systems, Publishing, and AI

[Publishing platforms](#) let marketing teams ship without developers. Connected CRM, commerce, support, and community systems keep operating after launch. AI built on trusted data turned a discovery methodology into an enrichment engine performing discovery across [2,267 organizations](#).

Selected Results

Six Results, Six Different Businesses

Each result links to the Creation that documents it.

Transactions Doubled.

Support Inquiries Cut in Half.

Enterprise B2B commerce for [L.L.Bean](#), 2007: live inventory inside a purchasing grid, on an immovable date.

Sales Rose 30%.

Two National Awards.

The [Boston Symphony Orchestra](#) made its full season available for online subscription for the first time. Adobe Site of the Week; Communication Arts Site of the Week.

A \$12 Million First Round, after the Relaunch.

[NetFoundry](#) relaunched as the legible leader in zero trust networking: one vocabulary, three audiences, then the first venture round in its history.

Lead Generation Rose 400%. Then the Firm Was Acquired.

A [PR firm](#) that had never applied its own discipline to itself. Start Relating, carried through the whole company to a Publicis Groupe acquisition.

Revenue up as Much as 266% for Pilot Retailers.

[Responsive Retail](#), 2012–2015: a patent-pending merchandising platform I invented, funded, and led 16 developers to ship.

Traffic up 206%. Discovery Performed by AI across 2,267 Nonprofits.

[ROI Solutions](#): a discovery deck that became an AI enrichment engine. Mission Intelligence, my implementation of Brand Intelligence.

Experience

Thirty-One Years, Four Chapters

Most recent first. The method has not changed since 1995.

1995 – Present

Bowman Design Direction – Founder and Creative Director

Strategy, design, and technology studio serving technology, healthcare, retail, nonprofit, entertainment, professional services, music, and consumer brands. Creative direction, brand and business strategy, digital experience, commerce, relationship systems, publishing platforms, and AI.

- Lead discovery + strategy, creative direction, and delivery on every engagement; sell, present, scope, and negotiate the work.
- Direct cross-functional design, development, content, and vendor teams of 2 to 26, onshore and offshore; own budgets and supplier relationships.
- Build the content, commerce, CRM, email, and publishing systems that internal teams operate after launch.
- 2007 – The enterprise era. L.L.Bean, Boston Symphony Orchestra, ULTA, National Geographic, New York & Company: enterprise commerce at scale, on immovable dates.
- 2018 – One owner, three brands. SonoTone Strings, AVN | SYS, Symphonic Acoustics: identity, commerce, and relationship architecture built as one system.
- 2022 – Publishing systems. Yellowbrick, ROI Solutions, NetFoundry: platforms that let marketing publish without waiting on developers.
- 2023 – Understanding meets AI. Three years with ROI Solutions turn a discovery deck into an AI enrichment engine: Mission Intelligence, my implementation of Brand Intelligence for a company serving nonprofits.
- 2026 – BrandFavor and the BDD Business OS. The discovery methodology becomes a product; the operating system connects the systems that run on it.

2012 – 2015

Responsive Retail – Founder and Creative Director

Patent-pending merchandising platform for enterprise e-commerce, invented, designed, and funded by Bill Bowman; led 16 developers through every release. Pilot retailers including Caché, Lancôme, and Jeanne Beatrice published campaigns into their own storefronts: revenue up as much as 266%, operating costs down 41% on average. The market consolidated; the publishing discipline became the foundation of the studio's later platforms.

1995

Haywood + Sullivan – Art Director

Three months as art director at a Boston agency, immediately before founding the studio the same year.

1989 – 1995

Concentra Managed Care – Art Director

Six years of in-house creative leadership. The craft became a career in 1992, and the question was already the same: what does this expertise need to become understood?

Testimonials

In Their Words

“Bill Bowman and his team executed flawlessly... A business partner I recommend without reservation.”

– Cheryl Rogers,
L.L.Bean Direct to Business

“Bill brings a rare combination of artistry, technical expertise, strategy, and a deep understanding of our values.”

– Derek Drockelman,
ROI Solutions

“Bill is relentless at finding out why things don't work... Bill contributed to doubling revenue on many occasions.”

– Kevin W. Metz,
Ulta.com and Cache.com

Capabilities

What I Do

Every capability links to the Craft that describes it. Every Composition assembles several of them around a condition.

Crafts

- [Discovery + Strategy](#)
- [AI + Intelligence](#)
- [Brand Identity](#)
- [Brand Satellites](#)
- [Messaging + Content](#)
- [Marketing + Demand](#)
- [Photography + Motion](#)
- [Experience Design](#)
- [Websites](#)
- [Commerce](#)
- [Relationship Systems](#)
- [Creative Direction](#)

Tools and Platforms

WordPress, Elementor, Bricks, Duda, Wix Studio, Webflow, Instatic, Astro, Sanity, Contentful, and AI-assisted builds · ATG (Oracle Commerce), BigCommerce, WooCommerce, FluentCart · the Fluent ecosystem (CRM, forms, booking, support, community) · Active Campaign, HubSpot, Mailchimp · n8n and LLM pipelines · Google Workspace migrations · Adobe Creative Suite · Figma, Stitch, and Claude Design · HTML/CSS · photography, video, motion · FAA-certified UAS pilot.

Compositions

- [Build a Scalable Relationship Engine](#)
- [Make Every Strategy Agree](#)
- [Own Your Marketing System](#)
- [Turn Complexity into Advantage](#)
- [Launch Something New with Momentum](#)
- [Reveal the Brand You Have Become](#)
- [Senior Direction, Without the Executive Hire](#)
- [Create or Modernize a Commerce Business](#)
- [BDD Business OS](#)

Recognition and Education

- American Graphic Design Award, Online Brand – Graphic Design USA, 2007 (Boston Symphony Orchestra)
- Adobe Site of the Week, 2007 (Boston Symphony Orchestra)
- Communication Arts Site of the Week, 2007 (Boston Symphony Orchestra)
- Communication Arts Insights feature, 2008
- Attended Berklee College of Music, 1989

Creations

Selected Clients + Case Studies

- | | | |
|--|---|--|
| • L.L.Bean for Business | • ROI Solutions | • Schwartz Communications |
| • Boston Symphony Orchestra | • NetFoundry | • Responsive Retail |
| • ASICS | • Yellowbrick | • Mekko Graphics |
| • Dana-Farber CTrio + Streamline | • Fuze | • Symphonic Acoustics |
| • AVN SYS | • SonoTone Strings | • Trove |
| • Chockstone Pictures | • Sperry Product Innovation | • Fairfield & Associates |

Availability

Open to Fractional Creative Direction and Select Senior Roles.

Remote or hybrid. Bowman Design Direction remains my primary work. If your organization needs a creative director who starts with understanding, start the conversation.
