



Brian Hawkins · 2nd

Co-Founder at Modus Condito

Talks about #startups, #brandbuilding, #communications, #identitydesign, and #customerexperience
San Diego Metropolitan Area · [Contact info](#)

3,373 followers · 500+ connections



1 mutual connection: Jon Wuebben

+ Follow

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More

Modus Condito

Thunderbird School of Global Management

Providing services

Marketing Strategy, Brand Design, Brand Marketing, Product Marketing, Social Media Marketing, Public Rela...

[See all details](#)

Featured

Post
This summer I've been pursuing a dream to work from the road...

2020 Journey
This summer I've been pursuing a dream to work from the road while exploring the great American west. My journey has taken me across Utah, Montana, Idaho and next, my new homestead in the mountains of south central Wyoming. I'm proud to share my new agency and work, all th...

Get In Touch!
I'm currently looking for opportunities to work with brands and individuals who are looking for a creative and strategic marketing partner. I'm open to all types of projects and collaborations. If you're interested, please reach out to me via email or LinkedIn.

New Clients!
I'm excited to announce that I've recently secured two new clients. This is a testament to the hard work and dedication of my team and myself. I'm looking forward to continuing to grow and serve my clients.

Then & Now
I'm excited to share a photo of me from 1999, when I was a graduate student at UCSD. I'm proud of the journey I've taken and the success I've achieved. I'm looking forward to continuing to grow and serve my clients.

11 likes · 3 comments

Post
A REVOLUTION IN SOUND IS COMING... ..

Bluetooth & The Coming Silent Revolution in Sound...
moduscondito.com · 1 min read

2 likes

Post
An excellent article bringing once again to light the impact...

The world is paying a high price for cheap clothes
cnn.com · 11 min read

3 likes

Activity

3,373 followers

+ Follow

Brian Hawkins posted this · 1mo

Macy's think their enemy is the internet, it's not, most of their stores are old and tired, the malls they ...show more



How Macy's set out to conquer the department store business — and lost

retaildive.com · 2 min read

3 likes

1 comment

Brian Hawkins reshared a post · 1mo



Ban Chinese Solar Genocide Panels

michaelsellenberger.substack.com · 5 min read

Brian Hawkins posted this · 1mo



This summer I've been pursuing a dream to work from the road while exploring the great American west. My journey has taken me across Utah, Montana, Idaho and next, my new homestead in the mountains of south central Wyoming. I'm proud to share my new agency and work, all th ...show more

11 likes

3 comments

Brian Hawkins reshared a post · 1mo



Wire+Wonder: What's Happening with Commercial Satellite Service?

moduscondito.com · 1 min read

Show all activity →

About

Graduate of University of San Diego and ASU Thunderbird. In 1993, I founded my agency, Catalyst, emphasizing strategic marketing, advertising, branding, sales & special events. I have worked with international, national and regional clients from consumer brands, to non-profits & medias. I have lived and worked in Denmark, France, Italy and South Africa, speak 6 languages, and have overseen projects in Mexico, South Africa and Europe for AT&T, Kellogg's & Kimberly Clark among others. Past clients include; BMW, Bank of America Private Wealth Management, Monsanto, True Value Hardware, American Red Cross, Reuben H Fleet Science Center, City of San Diego, and California State Parks.

I have worked with retailers, product manufacturers, service providers, governmental and non-governmental agencies and media organizations. Just after graduate school, I founded Catalyst Marketing in 1993. In 2013, I joined new partners in creating StyleSeek™, a highly accurate style algorithm based shopping site for men and women, matching customer aspirations to clothing for any life occasions. In late 2013, I created, crowdfunded, and launched PrefAB Space, a co-working, special event, pop-up retail space for start-up entrepreneur makers. In 2014, I successfully incubated 12 start-ups.

I have taught marketing, advertising, creative copy writing, cause marketing, trend spotting, and global business courses since 1999 at UCSD, FIDM, CIBU, and I am currently teaching through Niels Brock Copenhagen Business College. I launched BootHunter (following of 45K+) as an Instagram based creative cosult, mentor, and designer to established small and medium sized makers and crafted brands. I work with numerous leather goods and

footwear manufacturers across the globe.

I am currently the Director of Marketing for SWARCO McCain, a pioneer in advanced traffic control products and subsidiary of Austrian based Swarovski. I am also in the process of starting up a consultancy focused on melding style & innovation @moduscondito. There is nothing random about design and style, or their alignment, this is truer today than ever. Driving the need for innovation, style & design alignment are several factors, most notably social media engagement, and the cycles of influence, recommendation, trial, feedback, and validation. Whether the esthetic design is related to electronics or appliances, homes or personal transport, or apparel and hospitality, and so many other categories, I will work with clients to design that is purposefully inspired and contextually driven.

Experience

- **Modus Condito**
10 mos
San Diego Metropolitan Area
 - Co-Founder**
Dec 2021 - Present · 10 mos
For more than 30 years, we have developed methods for collaborative brand building, peer to peer product evangelization, growth strategies, partnerships, product design, and customer exper ...see more
 - Co-Founder**
Dec 2021 - Present · 10 mos
For more than 30 years, we have developed methods for collaborative brand building, peer to peer product evangelization, growth strategies, partnerships, product design, and customer exper ...see more**A Seasoned Approach To Innovative Business Consulting and Marketing**
Business consulting and marketing, brand building, strategies, partnerships, combining innovation with style for IoT, automotive, merchandising, hospitality, 5G
 - **Marketing Director**
McCain Inc - Contract
Mar 2021 - Feb 2022 · 1 yr
Vista, California, United States
Tasked with the development of a strategic marketing plan, marketing team development, corporate social responsibility campaign, product marketing, and media planning. McCain Inc. is the US ...see more
 - **Professor**
UC San Diego Extension
1998 - Dec 2021 · 24 yrs
Marketing, Advertising, Business Plan Development, Cause Marketing
 - **Niels Brock California International Business University**
10 yrs 10 mos
 - Dean of Student Affairs, Director International Programs**
Jan 2010 - May 2020 · 10 yrs 5 mos
550 West B Street, San Diego CA 92101
I oversaw a variety of areas including student life, special events, alumni programming, study tours, entrepreneurship, innovation, media curriculum development, and business affairs.
 - Acting President**
Full-time
Aug 2009 - May 2020 · 10 yrs 10 mos
San Diego, California
 - **Professor**
FIDM - Part-time
2009 - Jan 2017 · 8 yrs 1 mo
San Diego, California, United States
Professor of International Marketing, Marketing & Trends, Past Present & Future
**Launch a creative career with FIDM, from Fashion Design to Digital Media | en | FIDM.edu**
Fall in love with your future Earn an A.A., Bachelor's, or Advanced degree, or combine them to create your own path. Choose from among 22 majors with intense, creative...
- Show all 10 experiences →

Education

- **Thunderbird School of Global Management**
MBA, Marketing
1990 - 1992
Activities and societies: French Club, Fitness Club, UN Society
Paris Program, InterAd, Honors in International Political Economy
**Thunderbird School of Global Management**
Thunderbird is a top ranked international business school offering full-time and executive MBA programs, distance learning and Masters degree programs in global...
 - **Thunderbird School of Global Management**
Master of Business Administration - MBA, International/Global Studies
1988 - 1990
Activities and societies: Studied in Paris France, focused on international business, marketing and media. Member of the French Club, Team Member in Sumner Wyman's InterAd.
Global Marketing/Advertising Focus. International Studies Program: (Paris, France), InterAd: Faculty Selected - Distinction Internship: European Market Development Program for Kellogg's Corn ...see more
 - **Thunderbird School of Global Management**
Master of Business Administration - MBA, International Business
1988 - 1990
Global Marketing/Advertising Focus. International Studies Program: (Paris, France), InterAd: Faculty Selected - Distinction Internship: European Market Development Program for Kellogg's Corn ...see more
- Show all 8 education →

Volunteering



Volunteer

Kids Korps USA

Jan 2010 - Dec 2013 · 4 yrs

Project development, securing sponsorship, hands-on activity

Skills

Brand Development

Endorsed by Norm Zwill and 1 other who is highly skilled at this

Endorsed by 11 colleagues at UC San Diego Extended Studies

99+ endorsements

Marketing Strategy

Endorsed by Parker Pike and 6 others who are highly skilled at this

Endorsed by 12 colleagues at UC San Diego Extended Studies

99+ endorsements

Social Media Marketing

Endorsed by Shaun Cassidy and 11 others who are highly skilled at this

Endorsed by 11 colleagues at UC San Diego Extended Studies

99+ endorsements

Show all 50 skills →

Recommendations

Received

Given



Andreas Battistini · 3rd

BSc. Eng (Data Science and Management)

February 15, 2021, Brian was senior to Andreas but didn't manage Andreas directly

Brian was one of the most impactful teachers and mentors of mine. He has a great ability to teach, present and engage an audience, as I experienced during my time at California International Business University (CIBU) 2020. When the unfortunate corona lockdown happened he was able to think on his feet for what the best outcome would be for us as attending international students, at the tim ...see more



Mehdy El Fki · 3rd

Available for New Opportunities

June 28, 2017, Mehdy was Brian's client

Brian Hawkins is one of our most treasured teachers. I am glad to recommend him for a teacher. He has been a great Business and Marketing teacher in the University. He has been a mentor and he will teach you "How to be a shark".

...see more



Iwan Loewen, MS, MBA · 3rd

Business Development Manager North & South America

May 15, 2012, Brian was senior to Iwan but didn't manage Iwan directly

Mr. Brian Hawkins was my teacher at the California International Business University in four different courses: Lifestyle Marketing, International Business, Global Media and Entrepreneurship. Because of his superior teaching skills, his classes were always very insightful, interactive and educational. He taught with full dedication and contributed countless real-world examples out of his vast experience ...see more

Show all 6 received →

Patents

StyleSeek

US D733171 · Issued Jun 1, 2015

Courses

International Finance & Trade

Projects

Think Blue(tm)

Jun 1999 - Dec 2003

Associated with Catalyst

Show project

"Think Blue" is the most comprehensive environmental education campaign ever launched in San Diego. The campaign designed by Catalyst created awareness for one of our community's primary environmental ...see more

Other creators



BMW Project Safe Seat

Jan 1999 - Dec 2002

Associated with Catalyst

Show project

A cause advertising and marketing based promotional campaign combining brand and dealer positioning with a cause message that reinforces BMW's leadership in safety and BMW's commitment to community and ...see more

Other creators



Planet Earth Express

Jan 1994 - Dec 1999

Associated with Catalyst

Show project ↗

Birch Aquarium at Scripps participates in more than 20 community festivals and fairs annually to meet San Diegans all over the county and to fulfill the aquarium's mission to provide ocean science education ar ...see more

Other creators



Languages

French

German

Italian

Show all 5 languages →

Organizations

CrowdFund Up

Co-Host & Organizer · Nov 2014 - Present

"CrowdFund Up San Diego" is hosted by PreFAB Space, and created by founder Brian Hawkins, Connected Dreamers, Founder Amber Brandner, and Brant Cooper, NYT Bestselling Author, The Lean Entrepreneur. ...see more

Fashion Group International

Board Member · Jan 2014 - Present

The Fashion Group International is a global, non-profit, professional organization with 5000 members in the fashion industry including apparel, accessories, beauty and home. The FGI mission is to be the pre-en ...see more

Kids Korps USA

Board Member · Jun 1995 - Sep 2010

Kids Korps USA engages young people, ages 5 through 25, in community service. Our mission is to instill in America's youth the spirit of giving while providing valuable education in leadership and responsibility. ...see more

Interests

Influencers

Companies

Groups

Schools



Jeff Weiner · 3rd
Executive Chairman at LinkedIn / Founding Partner Next Play Ventures
10,714,365 followers



Gary Vaynerchuk · 2nd
Chairman of VaynerX, CEO of VaynerMedia, 5-Time NYT Bestselling Author, Text Me: 212-931-5731
5,245,166 followers

Show all 19 influencers →