

Todd Thompson
Professional EOS® Implementer

Background & Biography



Todd Thompson
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Professional EOS Implementer
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Todd Thompson helps transform companies to operate at peak performance. Todd applies lessons learned over the last 25 years starting, growing, and selling companies. He is an EOS® (Entrepreneurial Operating System®) expert, implementing this business operating system with companies across industries. EOS is an integrated system of processes and tools that dramatically improve company performance. Over 190,000 companies worldwide use EOS tools.

Todd began his career in the marketing/advertising business, working for several marketing agencies, including Wyse Advertising, one of the Midwest's largest firms at the time. Todd led advertising and marketing programs for such notable companies as The J.M. Smucker Company and British Petroleum.

Todd moved to KeyBank where he became the Chief Marketing Officer, and led the transformation of the Bank from mass marketing to highly personalized, 1:1 marketing. This included large investments into the data analytics space, resulting into some of the industry's first forays into Artificial Intelligence.

Todd co-founded his own company in 1998. Precision Dialogue (PD) was an analytics-driven marketing firm which grew to be recognized as the industry leader (Forrester Research Database Marketing Report), out-performing industry stalwarts 100 times its size. Clients included national leaders such as Disney, Sherwin-Williams, Estee Lauder, and PNC. During this period Todd was a frequent presenter at national conferences, including the national Direct Marketing Association Conference & Exposition, Customer Relationship Management Conference, and National Center for Database Marketing.

Todd sold PD to private equity in 2010 and led this company until it was sold to RR Donnelly (RRD) in 2016. He then started his current practice focusing on his true passion for helping small to midsize companies excel.