

Dennis Wagner Brings Strategic Brand Leadership to Founders and Executive Teams

Brand, creative, and marketing executive with more than 20 years of experience helps organizations turn business complexity into clear, growth-focused brand strategies



New York City, New York Sep 23, 2026 ([IssueWire.com](https://www.issuewire.com)) - Dennis Wagner, a brand, creative, and marketing executive with more than two decades of experience across technology, entertainment, consumer, and B2B, now partners with organizations to strengthen their brands, refine their products, and sharpen their go-to-market strategies.

Magner has built and led multidisciplinary teams, managed global brands, and overseen significant marketing investments. His clients and partners include Netflix, AT&T, Qualcomm, and Boost Mobile. He has also launched new products and companies, working directly with founders and executive teams to turn business objectives into brand strategies that perform in the market.

"Every business, however complex, is ultimately trying to say something clearly and prove it consistently," said Magner. "My role is to find that clarity: the strategic idea that holds up across the brand, the product, the campaigns, and the customer experience. Then I build the creative and operational systems that bring it to life."

Integrating Design, Strategy, and Business

Trained as a designer, Magner later founded his own agency, which gave him experience running a creative business as well as building brands for clients. That combination of creative practitioner and business operator has shaped a career focused on connecting [brand strategy](#) and creative direction to the practical demands of running a company.

His expertise spans brand strategy, creative direction, integrated marketing, product and customer experience, content, digital, social, [experiential marketing](#), and go-to-market planning. He treats these as one connected discipline rather than separate functions so that a brand's positioning, creative output, and customer experience reinforce one another.

"Brands don't grow because a single campaign succeeds," Magner said. "They grow when the strategy, the creative, the product experience, and the go-to-market plan tell the same story consistently over time. That alignment has to be deliberately built and led."

Operational Leadership

Beyond strategy, Magner brings substantial operational experience, including building and managing multidisciplinary teams, overseeing large marketing budgets, and guiding organizations through the work of scaling a brand. He has supported new product and company launches, working closely with founders and leadership teams during critical stages of growth.

Rather than delivering a strategy and stepping away, he stays engaged through execution, helping teams manage the operational demands of bringing a brand vision to life, from internal team structure to the customer-facing experience.

Applying AI-Enabled Workflows

Magner has incorporated AI-enabled workflows into his practice, using new tools to accelerate ideation, streamline production, and support better decision-making.

"AI is changing how creative and marketing teams work, but it doesn't change what makes a brand resonate," Magner said. "These tools help us move faster and explore more ideas. Understanding a business, identifying what makes it distinctive, and translating that into something customers feel is still human work. My goal is to use these capabilities to make strong strategic and creative thinking faster and more efficient, not to replace it."

Partnering With Founders and Executive Teams

Much of Magner's career has been spent working alongside founders and executive leadership, particularly at organizations navigating growth, repositioning, or new ventures. His ability to move between high-level strategy and detailed creative and operational execution has made him a trusted partner to leadership teams building brands for the long term.

Going forward, Magner will continue working with businesses across technology, entertainment, consumer, and B2B to clarify their positioning, sharpen their creative expression, and build the internal capabilities needed to execute at scale.

"The businesses I'm most excited to work with are ready to think differently about their brand: not just how it looks, but how it functions as a strategic asset across the entire organization," Magner said. "That's the work I've built my career around, and it's the work I'm continuing to do."

About Dennis Magner

[Dennis Magner](#) is a brand, creative, and marketing leader with more than 20 years of experience building brands, products, and teams across technology, entertainment, consumer, and B2B categories.

A designer by training and an agency founder by experience, he has partnered with brands including Netflix, AT&T, Qualcomm, and Boost Mobile. He combines strategic and creative direction with operational leadership and AI-enabled workflows to drive measurable growth.

Media Contact

Skyler Wilson

*****@gmail.com

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