MISSION ADVISORY PARTNERS

Experience Matters.

Every interaction shapes trust. We design brands, digital products, and experiences that help mission-driven organizations grow and move their mission forward.

01 — THE PRACTICE

Enterprise-level perspective. Personal commitment.

Mission Advisory Partners helps established, purpose-driven organizations navigate growth, complexity, and change by improving how they operate, communicate, and serve people.

We partner with leaders and their teams to connect strategy, brand, digital experiences, and technology—turning challenges into practical solutions that support growth and organizational effectiveness.

WHO WE HELP

Established nonprofits and humanitarian organizations · Churches and ministries · Healthcare, wellness, and service organizations · Purpose-driven businesses · Technology companies · Leadership teams navigating organizational or digital transformation.

WHERE WE HELP

Strategic planning and leadership alignment · Brand strategy and identity · Websites and digital product design · Customer and stakeholder experience · Operational improvement · AI and technology adoption

02 — THE APPROACH

From clarity to meaningful action.

DISCOVERY

Understand where you are.

Stakeholder conversations, research, organizational assessments, experience mapping, and opportunity identification.

DEFINE

Decide what matters most.

Strategy, positioning, priorities, leadership alignment, experience opportunities, and actionable roadmaps.

DESIGN

Make the direction real.

Brand and digital experiences, prototyping, operational improvements, implementation guidance, and execution.

03 — EXPERIENCE

Experience that informs every engagement.

30+ years

Leadership across strategy, design, digital experiences, and organizational transformation.

End-to-end

Connecting brand, customer experience, technology, people, and operations—from strategy through execution.

Award-winning

Industry-recognized creative leadership, including a Clio Award and experience judging major creative and innovation awards.

SELECTED PREVIOUS LEADERSHIP ROLES & EXPERIENCE

mailchimp · PlayStation · ATLASSIAN · AUTODESK · nickelodeon · SCHOLASTIC

Selected prior professional experience of founder Gene Lee; not MAP client engagements.

Let's talk.

Tell us what you're working toward and where you could use support.

Book a Free 30-Minute Consultation →

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