



Experience Matters.

Every interaction shapes trust. MAP helps mission-driven organizations align strategy, brand, people, operations, and technology to create better experiences—and move their mission forward.

01 — THE PRACTICE

Enterprise-level perspective. Personal commitment.

Mission Advisory Partners is a senior-led advisory practice helping organizations navigate growth, complexity, and change.

We connect strategy, experience design, leadership, operations, and technology to turn ambitious ideas into meaningful outcomes.

Our lean, AI-enabled approach provides experienced guidance and practical execution, supported by specialists when needed.

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 and leadership alignment · Brand positioning and credibility · Customer and stakeholder experience · Digital transformation and AI adoption · Operational effectiveness and execution.

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.

Senior-led. AI-enabled. Specialist-supported.

03 — EXPERIENCE

Experience navigating complexity at scale.

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 where you're headed and what you're navigating.

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