



Michael Fassnacht

President & CEO, World Business Chicago
Chief Marketing Officer, City of Chicago

A seasoned marketing and strategic thought leader with more than 30 years of experience, Michael works alongside the Mayor's Office as the Chief Marketing Officer to ensure that all marketing, branding, and business development activities for the city are aligned with Mayor Lightfoot's economic growth plan focused on inclusive growth across Chicago's 77 neighborhoods. Additionally, since January 2021, Michael is leading as President and CEO of World Business Chicago, the City's economic development organization, with more than 100 C-Suite executives from all over Chicagoland on its business centric board. The organization's core focus is on growing its industry sectors by supporting the expansion of existing Chicagoland based companies and by attracting new corporate relocations to the region, all with a focus on equitable economic prosperity across all 77 neighborhoods.

Michael Fassnacht has been a recurring figure in Chicago's civic community and has led critical pro-bono work for the rebranding of the Chicago Public Library and its foundation, the city's Amazon HQ2 pitch, the city's Census 2020 activities and most recently "Boards of Change", an award-winning initiative to encourage residents to register to vote. Additionally, he has been involved as a board member with Choose Chicago, Chicago Public Library Foundation, The Civic Consulting Alliance, CURRENT, Marwen, and World Business Chicago while providing counsel to P33, and The Chicago Prize by the Pritzker/Traubert Foundation. Michael also serves as a 2022 Daniel Burham Fellow.

Prior to his dual role, Michael served for more than 10 years as CEO at one of the city's oldest and most successful advertising agencies, Foote Cone & Belding (FCB). He led his agency to unprecedented international creative recognition and strong above-industry topline growth over his tenure. Before then, he was a successful start-up entrepreneur in Silicon Valley, and over his long career he has been recognized as a global expert in building and marketing brands.

Michael was born in Germany and made his way stateside in college where he met his wife, Dr. Rhonda Duffaut. They currently reside in Chicago and have two children, Maya and Ryan.