



Mr. David Hickman

Teams: Energy, Installations & Environment; Government Relations; Security; SPECTRUM Cyber Compliance; Strategic Communications

Expertise Areas

- Strategic Communications
- Digital Transformation and Innovation Strategy
- Artificial Intelligence (AI) and Knowledge Management (KM)
- Brand Development and Organizational Culture
- Environmental Sustainability and Technology Ethics
- Content and Information Architecture

Professional Experience

Mr. Hickman supports clients navigating digital transformation, artificial intelligence (AI), and sustainable innovation domains, combining creative vision and technical acumen to help firms translate data from information to knowledge and insight. With expertise across AI, knowledge and content management, storytelling, and brand strategy, he helps clients design and implement transformative technology and communication programs.

Prior to joining The SPECTRUM Group (TSG), Mr. Hickman served as an innovation consultant, digital strategist, and marketing and strategy generalist for major clients in energy, transportation, insurance, finance, media, and retail. He led product ideation, digital experience, and enterprise transformation for firms including State Farm, Disney, NBCUniversal, General Motors, MTV, and Lamborghini, while integrating sustainability and ethical AI. He previously facilitated public affairs and community engagement for the Florida Department of Transportation, and helped design a wildlife corridor concept and presented the concept to Congress to secure funding.

In addition to his work at TSG, Mr. Hickman serves as the Chief Marketing Officer of A.J. Rhem & Associates, where he supports both corporate brand development and technical solution-focused digital efforts and digital platforms. He also serves as a member of the Board of Directors of Wet Tribe, a cause-related ocean lifestyle brand.

Key Positions

- Chief Marketing Officer, A.J. Rhem & Associates
- Digital Strategy Agile Product Owner, COUNTRY Financial
- Director of Brand Management and Experiential Marketing, Adrenaline!, NBCUniversal Media
- Facilitator, Disney Institute, The Walt Disney Company
- Member, Board of Directors, Wet Tribe

Education

- B.A., Visual Communications, School of the Art Institute of Chicago

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