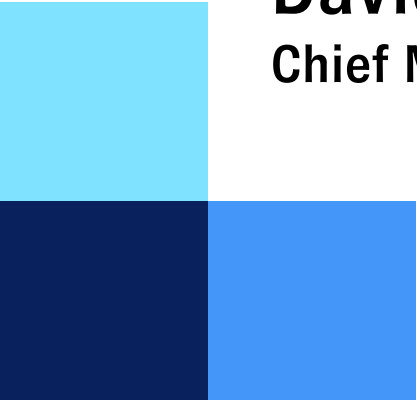


MASB SUMMER SUMMIT 2026

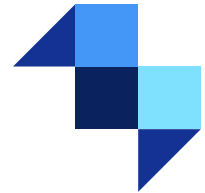
Tactical Communication for Rapid Rapport to Enhance Brand Experiences



David Reich

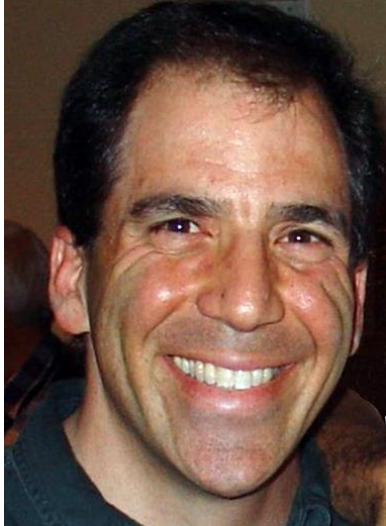
Chief Magic Officer, IBM

August 5–6
Rutgers Business School



**Marketing
Accountability**
Standards
Board

David Reich



David has had a successful career as a technology and thought leader, and combines that with his passion and talent as a magician, mentalist and stage hypnotist. Using this unique insight, he has developed the **Tactical Communication Method**.

Whether interpersonal or business-related communications, **engagement** is critical, and is also one of the most misunderstood concepts. David has mastered the art of developing rapid rapport with individuals and groups. Through his lens of a performer, he creates interactive experiences to enable his audiences to develop the kind of rapid rapport that they can use immediately and will remember for the rest of their lives.



David has BS and MS degrees in computer science, has been performing magic, mentalism and hypnosis for over 25 years, is a triathlete, semi-professional bicycle racer, scuba diver, obstacle course racer, and helicopter pilot.



David presented at our inaugural MASB Breakfast Club in May 2026.



Tactical Communication for Rapid Rapport to Enhance Brand Experiences

The best products and service in the world do not guarantee you positive brand recognition. The most important aspect is how the marketplace **feels** about your brand.

All decisions are based on emotion. The logic that people apply to decisions validate their gut feel. Rapport is more than 1:1 connection – Tactical Communication tools and techniques create rapport with markets as well as individual decision makers.

This session will explore not just the what, but the how.





David Reich

Chief Magic Officer

Tactical Communication



Thank You!

