

THE CURRENT

December 2022

NEWS & HEADLINES



FEATURE

InnovateWRAPPED: Our Favorite Books, Resources and Tools

Our team thrives on knowledge and continuous growth. When we learn something new, we feel compelled to share with others.

This year, we loved the design inspiration from [Brand New](#) and collaboration tools like [Whimsical](#). We gained tools to become better teammates through [Impact Players](#) and better copywriters

thanks to this [self-help guide](#).

We've [compiled a list of resources](#) that inspired us to do better work, be better teammates and fuel our fire to continue to grow. We hope you'll find value in a few lessons we learned this year.

[Read the full list here](#).



CLIENT SPOTLIGHT

Base

Base, the modern solution for Executive Assistants, equips users with the tools they need to lead impactful careers.

Following a merger, Base's [product marketing and brand](#) were misaligned with who they wanted to be.

Through product marketing, a brand refresh and website design, we created a scalable, repeatable and consistent foundation that attracts and engages buyers.

[Find out how](#) we reconciled Base's [product marketing and brand](#) post-merger.

CLIENT NEWS

What's happening in the world of our partners

RAISING THE BAR

[Wellkind by VMS Biomarketing](#) was selected by PM360 as [one of 2022's most innovative products](#). Wellkind, a "digital nurse companion," revolutionizes what healthcare apps can do. Congratulations, Wellkind team!

TIME TO CELEBRATE

[Authenticx has had a momentous year!](#) Considered a go-to solution for companies within the life sciences industry, the company's ARR increased 2.5x over 12 months and the customer base doubled. "We're going to keep evolving and improving our products and services. I'm excited to see where we go in 2023," said [Founder and CEO Amy Brown](#).

STRAIGHT FROM HQ

DESIGN

The results are in! [Christian](#) shared Literary Hub's [Best Book Covers of 2022](#), selected by top designers in the industry. The list includes 103 covers featuring the work of 62 different designers.

PRODUCT MANAGMENT

[Sara C.](#) and [Chelsea](#) were excited to attend the latest [High Alpha Speaker Series](#) featuring [Kathryn Murphy](#), VP of Product for Data and Growth at Twilio. She explained the concept of "whole product thinking" and described how to build the perfect product team.

AI

When [Jon](#) isn't designing digital products, he's exploring AI tools and pushing them to their limits. He's tremendously optimistic about what AI can do for creatives and is especially excited about the launch of [Notion AI](#) and [ChatGPT](#).

HOLIDAY CHEER

The Innovatemap team and our biggest fans gathered to celebrate the holidays in the best way we know how – through food, laughter and yes, a few beers.

We have so much to be grateful for this year, and one of those things is honoring timeless traditions with our team. This year's holiday party was no different, and we have evidence from the photo booth to prove it.

"It is both our responsibility and a joy to celebrate the awesomeness of our team," said [CEO Mike Reynolds](#).

Cheers to another year of excellence! We're excited about what's ahead in 2023.

