



## SUMMARY

Brand-led analyst, strategist, writer and visionary with two decades of experience turning consumer and market insights into actionable growth strategies. In-depth understanding of brand, design, and communication strategies that change perception and compel action. Inspiring and empowering director of multi-disciplinary teams with a passion for mentoring and continuous improvement.

## SKILLS

- Learning Planning & Research Design
- Data Storytelling & Brand Positioning
- Communication & Creative Strategy
- Brand Architecture & Messaging
- How Power Strategy & Journey Mapping
- Innovation & Go-to-Market Strategy
- Cross-functional Team Leadership

## BRANDS

Abreva • Ascensia • Bic • Centrum • Dawn • Emergen-C • Haleon Innovation • Indigenous Pact • Kleenex • Lysol • Nicorette • Ocean Spray • Palmolive • Piedmont Healthcare • P&G Innovation • Revl Fruits • Sobeys Private Label • Soupline • Summit Health • Tishman Speyer • Tolerant • Zig Ventures

## EXPERIENCE

### BRAND STRATEGY CONSULTANT, MBG STRATEGY

FEB 2024 - PRESENT

- Developed proprietary 'Sharper Brief Method' featuring immersive and iterative testing methodologies and 360-degree brief development to set creative teams up for more effective strategy activation

### DIRECTOR OF BRAND, INDIGENOUS PACT

AUG 2023 - JAN 2024

- Merged health equity goals with market whitespace insights to create a clearer, more meaningful, and distinctive repositioned brand strategy that inspired a revolutionary new brand identity
- Brought the new strategy to life through brand architecture and messaging that solidified the core service offering while stretching brand equities in prep for the launch of new services

### STRATEGY DIRECTOR, ELMWOOD BRAND CONSULTANCY

APR 2020 - AUG 2023

- Positioned a new juice brand Revl Fruits using a 360-degree disruption strategy and an immersive testing methodology which launched and got picked up for distribution in Whole Foods
- Led Haleon's U.S. multi-disciplinary innovation teams responsible for creating, researching, and developing go-to-market strategies for new product concepts, with forecasts in excess of \$22M
- Applied insights from future forecast research to reposition all three pillars of Emergen-C's portfolio including concept development, testing, and implementation
- Extended Summit Health's new brand positioning strategy into a brand voice and messaging toolkit for eight internal and external audiences including guidelines and training
- Developed an advertising communication strategy for a new Lysol product launch to attract and convert new consumers by combining existing disinfection equity with new category drivers

### SENIOR ACCOUNT DIRECTOR, ELMWOOD BRAND CONSULTANCY

MAR 2018 - APR 2020

- Led strategy, content, and design for new business that converted into \$2.2M worth of net new revenue
- U.S. lead for global Procter & Gamble account managing \$1M in revenue across two brands
- Directed multi-disciplinary team to reposition Piedmont Healthcare including brand strategy, architecture, identity, phased launch plan, and asset management system
- Mentored, up-skilled and managed client service, planning, and project management teams

### STRATEGIC INSIGHTS & INNOVATION DIRECTOR, S2 DESIGN

NOV 2014 - MAR 2018

- Leveraged market, consumer and cultural trends to pitch a repositioning of Pepperidge Farm Goldfish from a kids brand to an all family brand

### OTHER ROLES

Account Director, S2 Design Mar 2013-Jul 2014; Brand Strategy Consultant Jul 2012-Jul 2013; Account Director, Anthem Worldwide Mar 2012-Jul 2012; Account Director, Geometry Global 2010-Mar 2012; Account Supervisor, Geometry Global May 2005-2010; Project Manager, US Airways 2002-2005; Senior Analyst, US Airways 2000-2002

## EDUCATION

### BACHELOR OF SCIENCE, MARKETING

George Mason University, 1999

## TOOLS

Word, Powerpoint, Excel, Keynote, Mural, Canva, Figma, Asana, Teams, Slack