

Senior marketing leader with 20+ years of experience driving demand, accelerating growth, and acquiring customers through bold strategies, award-winning creative, and high-impact global campaigns. Expert in engaging and converting enterprise and consumer audiences across innovative technologies and diverse industries—from AI/ML and SaaS to energy, fintech, and travel.

VIEW REEL

Carnegie Mellon University  
College of Fine Arts | School of Art & Design

University of California · Los Angeles  
Bachelor of Arts | School of Film & Television

INTEL CORPORATION

Head of Marketing for Software & Advanced Technology · 2020 - 2025

OMNICOM GROUP

SVP of Digital Marketing · 2019 - 2020

TRAVEL LEADERS GROUP

VP of Creative & Content · 2015 - 2019

DELOITTE DIGITAL

Creative Director Consultant · 2014 - 2015

DARREN PRESS CREATIVE

Creative Director Consultant · 2012 - 2014

MERCURY FITNESS

Creative Director · 2003 - 2012

CHARMED TECHNOLOGY

Design Director · 2000 - 2003

OAKLEY

Design Strategy + New Product Marketing · 1997 - 2000

WARNER BROS. ONLINE

Digital Designer · 1996 - 1997



# intel

- Led high-performing marketing team driving brand strategy, customer acquisition, and go-to-market execution for Intel's Software & Advanced Technology portfolio, accelerating adoption of solutions such as AI/ML, SaaS, computer vision, and geospatial intelligence

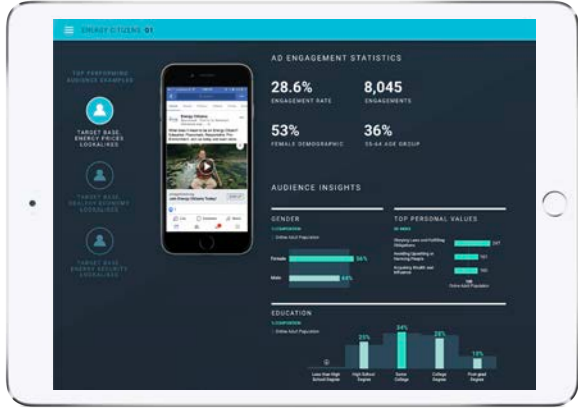


- Served as fractional CMO for internal startups, securing \$55M+ in new customer wins including Walmart, Pacific Gas & Electric, and the Beijing Olympics, amplifying market entry and earning prominent media coverage in WIRED
- Directed internal creative teams and external agency partners to execute integrated campaigns across paid, owned, and earned channels, boosting audience engagement, pipeline growth, and market share
- Partnered with sales, engineering, and executive leadership to align marketing directly with revenue targets, market expansion, and key strategic objectives



## OmnicomGroup

- Directed high-impact marketing programs across multiple industries for clients including ExxonMobil, CVS Health, JUUL Labs, and the Entertainment Software Association, delivering an average 30% lift in audience engagement across digital, social, and integrated campaigns
- Partnered with account teams on high-stakes pitches, securing \$40M+ in new business by aligning executive stakeholders around bold, insight-driven marketing strategies
- Earned PR Daily's Grand Prize for Digital Marketing Campaign of the Year for breakthrough work with the Entertainment Software Association
- Led design, copy, and strategy teams to develop brand platforms and cross-channel creative for clients spanning energy, healthcare, and consumer products



AMERICAN PETROLEUM INSTITUTE



PHILLIPS 66 PARTNERS



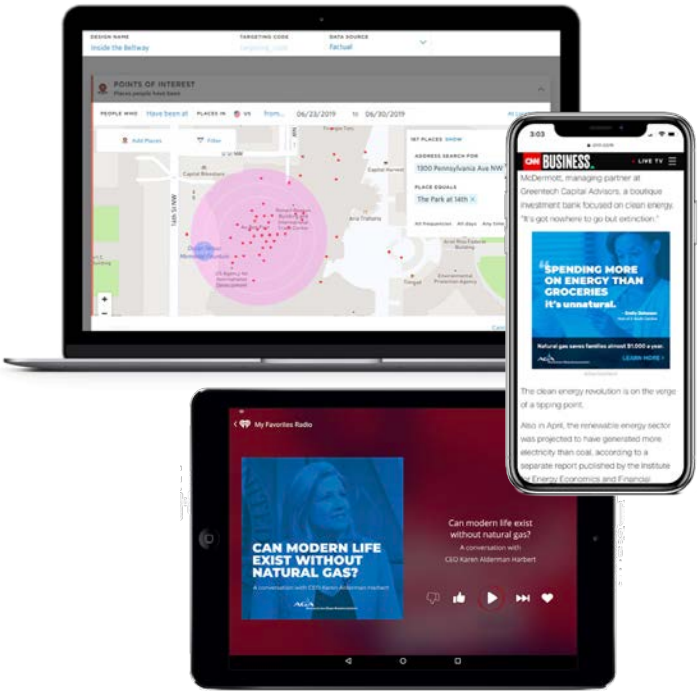
ENTERTAINMENT SOFTWARE ASSOCIATION



EXXONMOBIL



PFIZER/LILLY



AMERICAN GAS ASSOCIATION

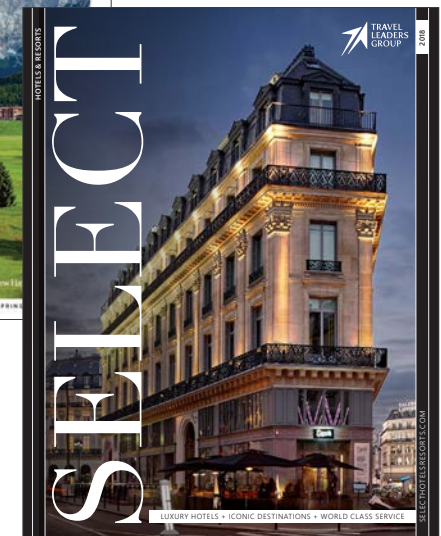
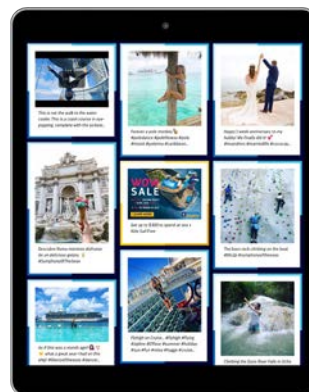
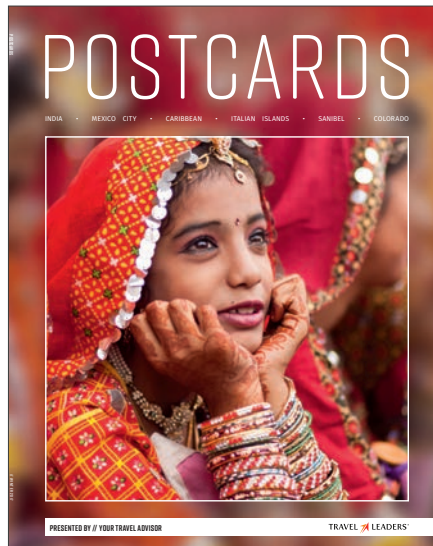


# TRAVEL LEADERS GROUP

VP OF CREATIVE & CONTENT · 2015 - 2019



- Led end-to-end marketing and brand strategy across a \$75M global portfolio, driving demand and customer acquisition for companies including Royal Caribbean International, Universal Orlando Resort, and the Mexico Tourism Board
- Developed full-funnel B2B and B2C programs targeting enterprise accounts, business travelers, and leisure audiences across the Americas, EMEA, and APAC
- Directed a 35-person in-house team—scaling with contractors during peak seasons—to deliver award-winning digital, social, video, and email campaigns, earning recognition for Best Marketing Campaign at the Digital Travel Summit
- Implemented and optimized MarTech systems—including CRM, CMS, and automation tools—to accelerate campaigns, improve measurement, and strengthen sales-marketing alignment



## Deloitte. Digital

- Partnered with strategy and consulting teams to develop integrated campaigns, brand platforms, and winning proposals for clients including Microsoft, Nestlé, and HSBC
- Led multi-channel creative direction, leveraging storytelling and experience design to drive digital transformation across technology, pharma, financial services, and more



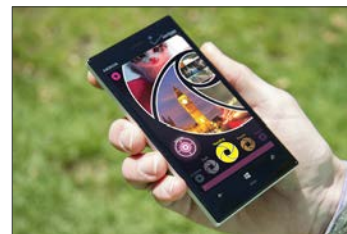
SAP



ROCHE



TAKEDA



MICROSOFT



HSBC



# DARREN PRESS CREATIVE

CREATIVE DIRECTOR CONSULTANT · 2012 - 2014



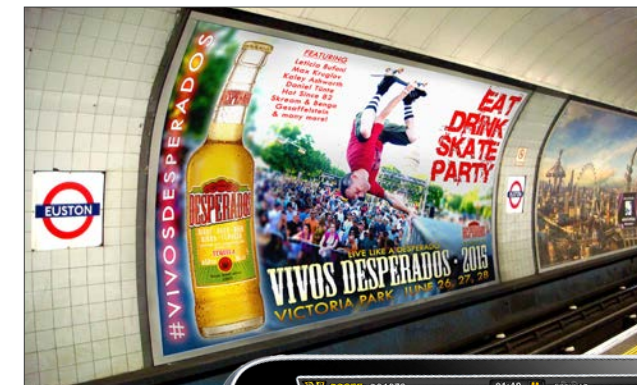
- Led a creative consultancy delivering brand strategy, identity, and full-funnel marketing for clients including Heineken, Cirque du Soleil, and Lara Hudson's Mercury Method
- Developed integrated campaigns and content across digital, social, video, email, and analog channels—driving growth in brand awareness, engagement, and sales



LARA HUDSON'S MERCURY METHOD



CIRQUE DU SOLEIL



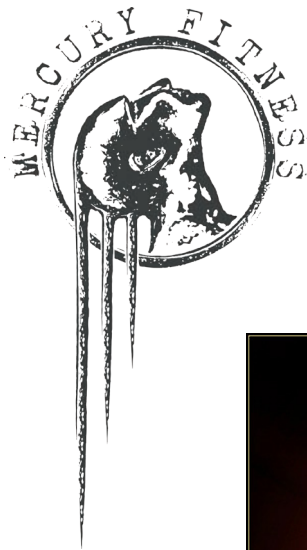
HEINEKEN



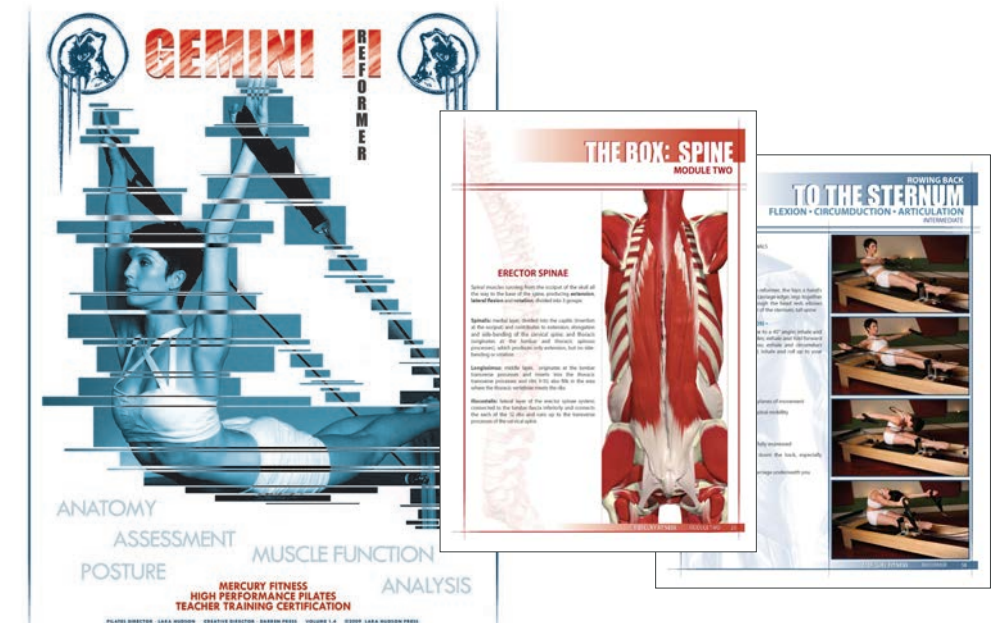


# MERCURY FITNESS

CREATIVE DIRECTOR · 2003 - 2012



- Drove brand development, product positioning, and go-to-market strategy, guiding a premium fitness brand from inception to multi-million-dollar growth
- Built integrated campaigns across digital, print, eCommerce, and analog channels—amplifying brand awareness, customer engagement, and retention
- Directed creative teams and agency partners delivering customer-facing content, promotional activations, and instructional materials recognized by the International Design Award for Best Design





- Directed brand identity and product design for a DARPA-backed wearables startup, leading cross-functional teams from concept to launch
- Led prototype development including the Alpha Series and an internet-connected CPU jacket for Levi Strauss Europe—blending fashion, technology, and utility in a first-to-market platform







- Led creative development for brand collaborations featuring Mission: Impossible, X-Men, Michael Jordan, and Samuel L. Jackson—guiding products and campaigns from concept through launch
- Delivered integrated campaigns bridging entertainment, sports, and culture—leveraging IP, talent, and storytelling to create high-impact consumer experiences

