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## Overview

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*Creative, visual storyteller who develops business strategy, product development and marketing. I thrive on taking abstract concepts and turning them into approachable experiences - Composites, 3d renderings, graphics and moving images. I lead efforts and teams to transform those visuals into scale-able, marketable products. I lead. I also do.*

- Accomplished creative executive with 20 years of experience
- Leadership experience in marketing, sales, product development and strategy
- Clients include automotive, non-profit development and philanthropic agencies
- Recipient of multiple design awards and press, including IMA, Huffington Post and Fractured Atlas
- BS Arch, 1995, Lawrence Tech Univ.
- Several affiliations with organizations and boards including Ruth Ellis House and BMW Foundation Herbert Quandt

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## Work Experience

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**Detroit Trading Company, Car.Show™** - Birmingham, Michigan | Chief Creative Officer 03/2015 – Present

- Lead creative strategy for sales and marketing, including product and program design and visualization, contributing to overall growth of revenue from \$15MM to \$28MM (2015 - 2018).
- Product development for company, including b2b lead management systems and b2c programs for lead generation, resulting in higher close rates for dealer and OEM customers.
- Led creative concept for Car.Show™, an exciting, new way to shop for new cars across brands.
- Responsible for all visual b2b and b2c elements of the business, resulting in partnerships with major companies and brands including General Motors, Time Inc and The Discovery Network (Motor Trend, Automobile Mag, Intellichoice and more).

**LeftBank Creative** - (Acquired by Detroit Trading) - Detroit, Michigan | President, Founder 5/2011 - 3/2015

- Led US product re-launch of Think EV, an all electric vehicle. Responsibilities included digital media and lead generation, brand development for US market in coordination with team in Norway, design and development of retail stores that included architecture and interiors, identifying and acquiring retail locations. The first direct OEM-To-Consumer sales occurred with this approach.
- Led effort with Team Detroit, Ford Motor Company's agency, in designing Retail First dealer CRM as well as a media buying digital platform called Base Media.
- Led brand development, digital media and marketing of several recognized and respected art, design and music festivals in Detroit including:
  - Dlectricity, a world-recognized, bi-annual festival of curated night-time art and light. Supported fundraising and community engagement activities for project.
  - Detroit Design Festival, a Detroit-wide, yearly festival celebrating art and design for 4 consecutive years; developed brand platform to establish Detroit Design Festival as one of the world's largest design festivals.
  - Kresge Arts In Detroit, a bi-annual program that recognizes and awards fellowships for Detroit-based artists sponsored by The Kresge Foundation, one of the world's largest private charitable foundations.
  - ArtX, a bi-annual, 5-day arts festival in Detroit for 2 consecutive festivals.
- Pioneered the use of interactive infographics to present complex information and public policy for clients such as ArtServe Michigan and the Detroit Creative Corridor Center, now an industry wide best practice.

**A Few Good Marketers** - Detroit, Michigan | Creative Director, Co-Founder 1/2009 - 5/2011

- Secured contract to, re-organized and led Indiana-based agency's 28-person creative team. Responsible for creating new products to take to market, and managed, designed and ran 3 tradeshow. Contributed to 10% growth in revenues and sales in 3-month period.
- Led brand development and worked on launch strategy for the Detroit Creative Corridor Center, a key contributor to the revitalization of Detroit's economy. Work included all aspects of branding, digital and marketing, and business strategy which contributed to the creation of 2300 high paying, creative economy jobs in Detroit.

**Neosynergy** - Bloomfield Hills, Michigan | Creative Director, Sr. Vice President, Co-Owner 4/2005 - 1/2009

- Responsible for and led all branding and marketing for our products (automotive dealer advertising tools and DMS).
- Designed and developed strategy to go to market with 4 large trade-shows with combined budget of \$800,000.
- Helped lead sales team with training and coaching, visiting an estimated 120 dealerships within a 6-month period, countrywide.
- Along with partners, raised initial funding of \$7.5MM through meetings and investor presentations.

**Car.Com** - Troy, Michigan | Creative Director 4/2000 - 4/2005

- Led team to develop and design car.com, which was subsequently purchased by Autobyte, for \$55MM.