



Creative Director and Brand Strategist

28+ years of experience helping organizations uncover their brand identity and turn ideas into stories and experiences that solve business problems and drive growth. Ability to combine brand strategy, creative leadership, go-to-market planning and experience design to build brands from the ground up, reposition businesses for new markets and create the systems that help organizations grow long after launch.

- **Brand development:** Built brands from scratch (Enterprise Health launch and rebranding The Running Store into BlueMile).
- **Brand strategy:** Helped leadership make long-term brand decisions, including creating the brand structure that positioned four healthcare software brands for market.
- **Go-to-market strategy:** Helped bring new brands to market by connecting customer journeys, positioning, messaging and launch plans into one clear strategy.
- **Creative direction:** Led creative work across healthcare, retail, consumer and B2B brands using design, messaging and storytelling to create brands people understand and remember.

Professional Experience

Marketing Director — Enterprise Health (MIE), Fort Wayne, IN

2011-2026

Private healthcare SaaS company that develops enterprise occupational and employee health software for Fortune 500 companies, health systems, universities and government agencies worldwide.

- **Brand development:** Built Enterprise Health from an internal code name into the company's flagship brand by creating its identity, positioning, messaging, buyer's journey and go-to-market strategy, helping drive eight consecutive years of double- and triple-digit growth, \$20M+ in pipeline and private equity investment.
- **Brand architecture:** Led the company's first brand architecture strategy across four product lines, helping leadership adopt a House of Brands model that became the foundation for Enterprise Health.
- **Go-to-market strategy:** Built Enterprise Health's go-to-market strategy by defining customer journeys, buyer personas, positioning, messaging and marketing programs.
- **Creative operations:** Built the marketing planning and budgeting process from the ground up, creating a framework still used today to manage an annual \$800K+ budget.
- **Market positioning:** Helped reposition multiple healthcare software products as the market changed, applying those lessons to the successful launch of Enterprise Health.

Creative Director — Hetrick Communications, Indianapolis, IN

2007-2011

Full-service branding and marketing communications agency serving B2B, healthcare and consumer clients through brand strategy, advertising, public relations and integrated marketing.

- **Brand strategy:** Partnered with B2B and B2C clients to solve business problems through brand strategy, positioning, messaging and creative that aligned with their business goals.
- **Brand positioning:** Rebranded The Running Store into BlueMile by creating broader brand strategy, identity and messaging that expanded its appeal beyond serious runners; the company was later acquired by Foot Locker's parent company.
- **Creative strategy:** Led the creative strategy for the Cancer-Free Lungs campaign by identifying the audience most likely to change, using behavioral insight to build messaging that challenged tobacco industry tactics.

Additional Work Experience

- **Creative Director** | Roman BrandGroup, a JWT Company (2005-2007)
- **Director of Visual Communication** | Centricity Group (2004-2005)
- **Senior Art Director** | BoxFire (1997-2004)

Education

- **Bachelor of Fine Arts (BFA):** Advertising Design | Columbus College of Art & Design

Technical Skills and Core Strengths

- **Brand strategy and market positioning:** brand strategy, brand development, brand positioning, product positioning, competitive positioning, brand management, marketing strategy, strategic planning, audience insights
- **Creative leadership and brand experience:** creative direction, concepting, campaign strategy and development, art direction, tactical execution, messaging strategy, storytelling, integrated campaigns
- **Go-to-market and marketing strategy:** go-to-market strategy, demand generation, content strategy, marketing automation, business development, HubSpot marketing software and processes
- **Leadership and cross-functional collaboration:** cross-functional leadership, executive stakeholder management, executive presentation, team leadership, creative project management, vendor management, budget management
- **Creative tools and media:** Adobe Creative Cloud, Microsoft Office, G Suite, electronic and print media, brand and strategy development to creative execution and analysis