

EXPERIENCE

WIEDEN+KENNEDY NEW YORK – New York, NY
2021—Present, **Chief Strategy Officer**

DONER – Detroit, MI

Leading the newly created consumer connections practice at the agency and infusing an empathetic approach to data science in an effort to turbo charge creative ideas which “move people”

2018—2020, **Chief Consumer Connections Officer**

- Launched Kellogg’s Eggo [Stranger Things Conquest Campaign](#)
- Launched Detroit Pistons’ [Deetroit Basketball Campaign](#)
- Launched Detroit Zoo’s [Wellness Reframe Campaign](#)
- Launched Farmland’s [FarmlandxSupreme Lookbook Campaign](#)

2015—2018, **Senior Vice President / Executive Director of Social Engagement**

- Launched LA Clipper’s [LA Our Way Campaign](#)
- Developed and launched Potbelly’s “[Feed Your Smile](#)” **brand campaign** using social data and psychophysiological research to drive propagation and sales, leading to a 1.4% increase in store traffic within the first 30 days using only \$60K in media
- Established strategy, identified core creative idea, and delivered winning pitch which led to the new business acquisition of Nescafé, L.A. Clippers, Purell, DiGiorno, California Pizza Kitchen, Thrivent, Detroit Pistons, Comcast, Clorox, and Kellogg’s Eggo

TRANSLATION – New York, NY

Developed and led the social media practice for the agency, including the vision, growth, and management of the department at the helm of all social strategy, creative, activation, and measurement/analytics. Responsible for social thought leadership and ideation across the agency’s client roster, with such brands as State Farm, Bud Light, McDonald’s, & Brooklyn Nets

2013—2015, **Executive Director of Social Engagement**

2011—2013, **Director of Social Engagement**

- Created, launched, and led all social campaign strategies and executions for:
 - State Farm’s [Cliff Paul](#) – *Cannes Lions Award, Shortlisted, 2013*
 - Budweiser’s [Made In America music festival](#)
 - Brooklyn Nets’ [Move from New Jersey](#) — *Cannes Lions Award, Shortlisted, 2013*
 - Bud Light Platinum’s [Introduction](#) (#1 food and beverage new product launch of 2012)
- Designed social strategies for brand publishing and supervised content execution for the Bud Light brand, directly linking online consumer behavior to offline behavior through a Facebook + Data Logix research study, resulting in:
 - 6x return on advertising spend
 - 3.3% sales lift, \$1.6M incremental sales, over 28 day research period

BIG FUEL COMMUNICATIONS—New York, NY

2010—2011, **Account Director**

BEYONCÉ KNOWLES/MUSIC WORLD ENTERTAINMENT— New York, NY

Conceived, launched, and supervised all online, mobile, and interactive brand initiatives for the management company and record label home of Beyoncé.

2009—2010, **Director of Digital Strategy and New Media**

APPLE, INC. - Cupertino, CA

Managed all digital content and online marketing initiatives for iTunes' partnership with Nike and iTunes' large scale college/university marketing campaigns.

2008—2009, **Partnership Marketing Manager, iTunes**

HARRIS INTERACTIVE, INC. - London, UK
2008, *Digital Marketing Consultant*

MUSE RECORDINGS, LLC - Detroit, MI & New York, NY
2002–2007, *Co-Founder/Head of Product Development*

ACADEMIA

STEPHEN ROSS SCHOOL OF BUSINESS, UNIVERSITY OF MICHIGAN – Ann Arbor, MI
2021 – Present, *Clinical Assistant Professor of Marketing*

- Co-Director of the Yaffe Digital Media Initiative, 2018—*present*
- Faculty Director, Executive Education Programs, Google, 2020—*present*
- Host of Open Office Hours Podcast, <https://rb.gy/rppnvq>, 2020—*present*

2015–2021, *Lecture of Marketing*

- *Co-Author and Co-Editor*, [Contemporary Issues In Digital Marketing](#), 2018

HARVARD UNIVERSITY – Cambridge, MA
Instructor, Harvard Extension School, 2020–2021

QUESTROM SCHOOL OF BUSINESS, BOSTON UNIVERSITY – Boston, MA
Visiting Faculty, 2016 – 2021

HYPER ISLAND - New York, NY
Instructor, 2014 - 2019

NEW YORK UNIVERSITY - New York, NY
Adjunct Marketing Professor, 2015

EDUCATION

TEMPLE UNIVERSITY - Philadelphia, PA

Fox School of Business

Doctorate of Business Administration, May 2021

Studied Cultural Contagion and Meaning-Making

Award for Excellence in Research by a Doctoral Student, 2020

UNIVERSITY OF MICHIGAN – Ann Arbor, MI

Stephen M. Ross School of Business

Master of Business Administration, Emphasis in Strategic Brand Marketing, May 2009

College of Engineering

Bachelor of Science, Materials Science & Engineering, December 2002

AFFILIATIONS & AWARDS

Thinkers50 Radar Class of 2023—Recipient

Cannes Lion International Festival of Creativity, 2022, Creative Strategy Juror

Effie Worldwide Awards, 2022, United States Juror

Adweek Columnist Network, 2022, Editorial Contributor

Ross School of Business, 2021, BBA Teaching Impact Award—Recipient

Ross School of Business, 2021, Frank Yates Diversity Excellence Teaching Award—Recipient

American Advertising Federation’s Advertising Hall of Achievement, 2020—Inductee

University of Michigan’s Cornerstone Award, 2019—Recipient

Ross School of Business, 2018, Executive Education Teaching Impact Award—Recipient

Israel of God’s Church—National Youth Choir Director

Crain’s Detroit Business, “40 Under 40,” 2016—Recipient

Advertising Age, “40 Under 40,” 2016—Recipient