

CREATIVE EXECUTIVE | BRAND BUILDER | STORYTELLER

20+ Years CREATIVE EXPERIENCE	0 → 12 CREATIVE TEAM BUILT	\$30M FLAGSHIP PRODUCT SALES	\$34M+ 2025 PAID-ATTRIBUTED REVENUE
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EXECUTIVE PROFILE

Creative executive and brand builder with 20+ years spanning advertising, entertainment, consumer brands, technology and healthcare. Former Chief Creative Officer and Executive Creative Director with a track record of building creative organizations, brands and products from the ground up and scaling them into category leaders. Combines Hollywood-trained storytelling and high-end production expertise with entrepreneurial leadership, multidisciplinary team building and a strong understanding of how creative drives business growth.

SELECTED BRANDS & ENTERTAINMENT

American Express • Honda • Reebok • McDonald's • Marriott • ServiceNow • SanDisk • Bud Light • Monster.com • NBC • Comedy Central • Washington Commanders • Paul McCartney

EXECUTIVE EXPERIENCE

2023–Present

Chief Brand Officer

StemWave | Boston, MA

- Built StemWave's internal creative function from zero to a 12-person team and directly leads Creative and Organic Marketing.
- Built the creative production pipeline, operating systems and career-development structure while serving as a cross-functional brand leader across the organization.
- Led a comprehensive company rebrand in the first year and a subsequent brand refresh as the business scaled; company revenue has approximately tripled, headcount has more than tripled and the clinic footprint has grown approximately 4X during tenure.
- Led brand and advertising creative supporting a 2025 paid-media engine that generated \$34M+ in attributed revenue, alongside \$5.5M+ in organic-attributed revenue.
- Created and led the Impact Series, elevated advertising/video production quality through a Hollywood storytelling sensibility, and designed StemWave's next medical device.
- Expanded the brand into professional and collegiate sports, including the Washington Commanders and programs at Alabama, Maryland, UConn, Colorado and Washington State.

2019–2023

Co-Founder & Chief Brand Officer

Launch Medical | Los Angeles, CA

- Co-founded the company and built its brand, creative strategy and market presence from inception.
- Helped conceive and launch the flagship medical product, taking it from initial concept to approximately \$30M in sales.
- Built the internal creative and marketing organization from zero to an 8-person multidisciplinary team spanning creative direction, digital marketing, design, copy, art direction and video.
- Established creative operations, production workflows and brand standards while developing influencer and ambassador partnerships; creative and marketing efforts supported \$2M+ in monthly sales activity.

2014–2020

Co-Founder & Chief Creative Officer

JERKFIT | Los Angeles, CA

- Co-founded and built the e-commerce fitness brand from the ground up, shaping brand identity, positioning, product identity and creative direction.
- Helped scale the business from \$0 to approximately \$5M in annual sales and establish JERKFIT as a leading product in its category.
- Developed partnerships and brand relationships with CrossFit, Rogue and GRID League, building credibility within the functional-fitness community.

2012–2017

Co-Owner & Executive Creative Director

PIKE FX | Los Angeles, CA

- Co-owned and led a five-person boutique creative production studio specializing in high-end VFX, animation, motion design and commercial production.
- Partnered with agencies to interpret and elevate creative briefs, then led execution from creative development through production and final delivery.
- Oversaw work for American Express, Honda, Reebok, Quiznos, McDonald's, Marriott, ServiceNow, SanDisk, NordicTrack, iFIT, Altra, DTS, Golf Digest, the Washington Commanders, Paul McCartney and The Smurfs.
- Led client relationships, multidisciplinary creative teams and production workflows in fast-paced commercial and entertainment environments.

2004–2010

Creative Director / Animation Director

23D Films | Hollywood, CA

- Led creative development and visual production across television, national advertising, animation, VFX, motion graphics and post-production.
- Served as Creative Director for studio-level project oversight and Animation Director on individual productions.
- Selected work included The Office, Community, Reno 911!, Fight Science, John Mayer, Bud Light and a Monster.com Super Bowl commercial.

**ADDITIONAL
CREATIVE
EXPERIENCE**

Washington Commanders — Cartoon Content Creator Created and animated the Redskins Kids Club for the team's TV network and wrote/designed the weekly HAIL! digital comic and fan-engagement content.

Warner Bros. Animation — Show Creator Co-created, co-wrote and co-designed Boogies, selected for Cartoon Monsoon Season 2.

Zoic Studios — Composer Feature-film, broadcast-commercial and video-game cinematic VFX.

Earlier Experience McGraw-Hill, Comedy Central / Rough Draft Studios, Majesco Entertainment.

**LEADERSHIP &
CREATIVE SCOPE**

Creative Leadership • Brand Strategy & Transformation • Multidisciplinary Team Building • Creative Culture & Talent Development • Advertising & Campaign Development • Film / Video / Animation / VFX • Digital & Social Content • Product & Experience Design • Creative Operations • Executive Communications • Entrepreneurship • Emerging Creative Technology & AI

EDUCATION

The University of the Arts | BFA, Animation | 1999–2003