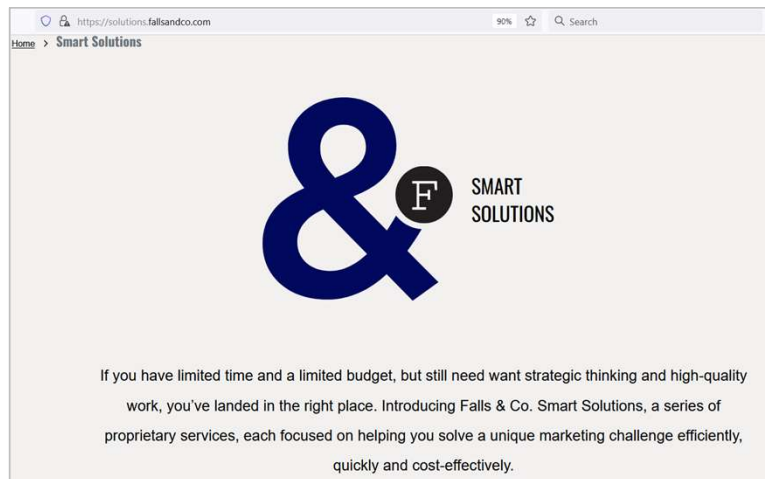


## New Product Introduction for Legacy Professional Services Firm

Identified 2 market opportunities to grow Falls & Co.'s topline revenue. Developed and brought to market *The Solve™ Development Labs*, workshops that partner senior clients and agencies to address discrete business challenges. Developed and brought to market *The Pulse Brand Health Report*, holistic view across myriad metrics. Successfully managed multiple engagements.



### Skills

Understand Market Dynamics | Build Differentiated Positioning

Develop Compelling Touchpoints | Craft Powerful Messaging

Facilitate Actionable Brainstorming | Manage Complex Initiatives | Lead Innovation Initiatives | Partner with Leadership

I'm a brand innovator with a broad background helping corporations, marketing agencies, and non-profits achieve their objectives by developing insights-based positioning, crafting powerful narratives, and partnering with colleagues to infuse those stories into marketing, communications, and experiences. I'm exploring Northeast Ohio and remote opportunities to leverage my 23-years of experience in brand strategy, strategic communications, and purpose-driven marketing.

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