

DIRECTOR EXPERIENCE

GRACO INC. | Minneapolis, MN

Global Creative Director | January 2025 – Present

Lead global creative strategy and execution for all divisions of a \$2.2B industrial manufacturer. Oversee in-house teams and agency partners across digital, video, and print, ensuring creative output aligns with brand standards, business objectives, and compliance requirements. Directed the launch and rollout of Graco's global rebrand, delivering a unified visual identity across regions and platforms.

Branding Board Chair | June 2022 – Present

Appointed to lead Graco's cross-divisional Branding Board, responsible for defining and governing brand standards company-wide. Drive strategic alignment across business units, establish brand consistency across regions, and oversee implementation of brand guidelines through collaboration with marketing, creative, and executive leadership teams.

Creative Lead, Contractor Division | May 2014 – December 2024

Elevate the Contractor Equipment Division by leading the design and management of the creative process to ensure the highest level brand experience. Supervise design and video to ensure top-tier creative output. Mentor team members for professional growth and build the department by recruiting exceptional talent. Collaborate with external agencies to maintain consistent, branded creative. Foster strong relationships with all levels of staff. Manage budgets and outside vendor relationships.

3G MARKETING GROUP – Principal, Creative Director | Minneapolis, MN | January 2015 – December 2018

Served as Creative Director and Principal, dedicated to transforming how small and mid-size business owners implement their local direct marketing efforts. Designed exceptional creative solutions that significantly improved brand presence for local businesses.

SHORT DESIGN – Creative Design Director | Minneapolis, MN | June 1994 – December 2018

Led the concept, design, presentation, and electronic production of a wide range of marketing, advertising, and product development materials. Directed all brand materials for Supercuts 2,500+ retail locations and provided overall brand strategy and management of the creative process. Brought a professional, energized, and client-focused approach to project management.

NON-PROFIT COMMUNICATIONS – Creative Communications Consultant | Minneapolis, MN | June 1994 – Present

Provide extensive creative design and marketing consultation for community non-profit organizations. Deliver creative concepts, strategic guidance, and branding initiatives to establish agency identity, strengthen market exposure, and energize fundraising efforts. Projects included print and digital media as well as overall communication strategies for outreach programs.

SKILLE DESIGN – Senior Designer | Art Director | Minneapolis, MN | Jan 1957 – March 1994

Graphic design and production of B2B marketing collateral and packaging. Photo art direction. Comprehensive layout responsibilities. Presentation of creative concepts and coordination of work with freelance copywriters and illustrators.

MANAGEMENT & LEADERSHIP SKILLS

- **Creative Leadership:** Visionary creative direction, management and mentoring of creative teams in print, digital, and video.
- **Brand Strategy:** Expertise in branding and creative marketing development, implementation, and process improvement.
- **Project Management:** Expert in managing complex projects with a focus on achieving objectives and delivering exceptional creative.

BRANDING INITIATIVES

- **Strategic Rebranding:** Elevated and defined branding through the full array of graphic and promotional materials, including print, digital, retail/point of sale, and corporate brand development.
- **Creative Asset Development:** Hands-on creative direction of diverse materials including print, digital, sales collateral, trade show, photography, packaging, logos, websites, direct mail, and environmental graphics and more.

BRAND EXPERIENCE

Worked with a variety of notable clients, including: Regis Corporation, Graco, Supercuts, Target, Paul Mitchell, 3M, Sherwin-Williams, Savigent, US Bank, Federal Express, Crown Bank, First National Banks of Bemidji, City of Minnetonka, non-profits and more.

EDUCATION

Bachelor of Science with High Honors

Applied Design (Major), Illustration (Minor)

University of Minnesota, Twin Cities

- Undergraduate Research Award in Design

Minneapolis College of Art and Design

- Coursework in Design, Drawing, Painting, Film/Video

University of California, Riverside

- Chancellor's Undergraduate Fine Art Scholarship