



## PROFESSIONAL SUMMARY

I am a Director of Client Services and Brand Strategist who cares passionately, pays attention, and works tirelessly to help clients tell their stories and exceed their goals. As a founding partner of tbd, inc., I have built a creative agency from the ground up. This experience enables me to provide innovative solutions, effective leadership, and strategic thinking to clients and collaborators. From developing a more accessible name and packaging for a kombucha company to creating a wood barrel brewery on wheels to expand the market for a craft brewery, I enjoy creating an emotional connection with consumers in unexpected ways.

**TBD, INC.** FOUNDING PARTNER AND DIRECTOR OF CLIENT SERVICES FOR BRANDING AND CREATIVE AGENCY.

**SCALEHOUSE** SPEARHEADED A 501(C)3 NON-PROFIT START-UP DEDICATED TO INSPIRING CREATIVE THINKING WITH THE GOAL OF OPENING A CONTEMPORARY CREATIVE CENTER.

**BEND DESIGN** CONCEIVED AND FOUNDED THE BEND DESIGN CONFERENCE.

**ARTS AND CULTURE ORGANIZATIONS** CREATES STRATEGIC ALLIANCES BETWEEN ARTS AND CULTURE ORGANIZATIONS TO ENHANCE THE LIVABILITY OF BEND, OREGON.

## BRAND EXPERIENCE

Beverage and Consumer Package Goods: Humm Kombucha, 21st Amendment Brewing, Deschutes Brewery, Odell Brewing Co., Oregon Chai, American Licorice; Tourism: Travel Oregon, Visit Bend, Mt. Bachelor, Sunriver Resort, Pronghorn Resort; Technology: BendBroadband; Financial: Bank of the Cascades; Arts & Culture: BendFilm Festival, TEDxBend, Art in Public Places; Environment/Non-Profit: Deschutes Land Trust; Lifestyle/Retail: Old Mill District

## RELATED SKILLS

Brand Strategy & Development  
Client Account Management  
Account Planning  
Media Strategy & Planning  
Event Producer  
Public Speaking  
Agency Operations  
Building Company Culture

## PROFESSIONAL EXPERIENCE

**FOUNDING PARTNER, DIRECTOR OF CLIENT SERVICES, TBD, INC.** Bend, Oregon, 1998 – present

Founded tbd with two other partners and built business into a 15-person agency, recognized nation-wide as the leader in the craft brewing and beverages market sectors.

Developed brand strategy, conceptualized, and launched **Humm Kombucha** bottle and packaging rebrand, making kombucha more accessible and leading to a 20% increase in sales and expanded West Coast distribution.

Created and launched **the WOODY**, a good-times-on-wheels mobile bar, for Deschutes Brewery, enabling them to introduce the brand to other markets across the country.

Redefined target market segments and identified opportunities for **Oregon Chai Tea's** first communications campaign in Boston and Seattle.

Nominated as Cannes Lions Advertising Festival finalist for the NorthWest Crossing, **"The Man Who Couldn't Wave"** mockumentary.

Co-managed agency accounting, human resources, and administrative operations.

Developed strategy, planned and negotiated media buys, including TV, radio, print, outdoor, non-traditional and digital.

Recognized for thought-provoking advertising and marketing work by Communication Arts Design Annual, HOW International Design Competition, Graphis publications, and the Cannes Film Festival.

Using brand, strategic and business experience in the craft brewing category, tbd developed business plan and branding for **Crux Fermentation Project**, a microbrewery in Bend, Oregon.

**FOUNDING BOARD MEMBER, SCALEHOUSE 2013 - PRESENT, BEND, OREGON**

ScaleHouse seeks to connect creative thinkers, providing opportunities for artist congregation and collaboration, cross-pollination, education and exhibition.

Wrote and obtained 501c3 designation.

Wrote strategic plan and grants for funding.

**DIRECTOR, BEND DESIGN CONFERENCE 2015 - PRESENT, BEND, OREGON**

Conceived and founded the Bend Design Conference in 2015, a celebration of design thinking and design doing, drawing inspiration from multidisciplinary design thinkers in Bend and across the country.

The inaugural year included a two-day program with interactive workshops, conversations, tours, and hands-on design opportunities.

270 attendees with 20% from out-of-area.

**ACCOUNT EXECUTIVE, MEDIA PLANNER, THE MANDALA AGENCY 1994 - 1998, BEND, OREGON**

Managed agency clients' marketing and communication plans, including Mt. Bachelor, Sunriver Resort, and the Oregon Tourism Commission (Travel Oregon).

Published the Official Oregon Travel Guide for the State of Oregon.

Recognized for publishing the best Travel Guide in the country in 1997 and 1998.

**MARKETING RESEARCH INTERN, BP&N 1992, 1994, PORTLAND, OREGON**

Developed ethnographic, primary and secondary research skills researching markets and trends for Penn Racquet Sports and Mitsubishi.

Assisted creative teams with research and market trends for clients: U.S. Bank and Columbia Sportswear.

**NON-PROFIT EXPERIENCE**

**BOARD MEMBER, CALDERA ARTS 2008 - PRESENT, PORTLAND, OREGON**

**BOARD MEMBER, ART IN PUBLIC PLACES 2006 - PRESENT, BEND, OREGON**

**ADVISORY BOARD MEMBER, ARTS, CULTURE, AND ENRICHMENT, OSU-CASCADES  
2015 - PRESENT, BEND, OREGON**

**COMMISSIONER, BEND CULTURAL TOURISM COMMISSION 2014 - PRESENT, BEND, OREGON**

**ADVISORY BOARD MEMBER BENDFILM FESTIVAL 2011 - PRESENT, BEND, OREGON**

**EDUCATION**

**BA, ADVERTISING** Edward R. Murrow School of Communications

**BA, BROADCASTING** Washington State University, Pullman, WA