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## Holistic Consumer Brand Marketing Experiences Launch, Sustaining, Turn-around Global Program Execution & Channel Strategy 3D Design & Execution Expertise Marketing Communications



Senior Director, Consumer  
Marketing - iBrands  
2016 - 2017

Led Global Consumer Marketing efforts for some of the world's most popular content brands including BUILD, MAKERS, MapQuest [cross-brand collaboration with Huff Post and Moviefone] to more than 1 Billion visitors annually via social and live experiences.

- Led re-brand of BUILD Series.
- Launched MAKERS Podcast



AliphCom dba Jawbone  
San Francisco, CA  
New York office

- Associate Creative Director,  
Global Marketing Communications  
2015-2016  
- Visual & Experiential Marketing,  
Channel Merchandising & Strategy  
New York City, New York  
2013-2015

Leading the Creative MARCOM & Channel Process and Strategies:

- Launched MiniJAMBOX, UPmove, UP2, UP3, & UP4 globally with first Channel Point-of Experience retail and eChannel program in company history. (1,600 doors / 20+ eChannels delivered on time at launch.)
- Design and execution of all Corporate Events
- Authored & published company's first Brand Guidelines
- Principal: Global Marketing Strategy Team
- POPAI & Design of the Times Awards, 2014, 2015, 2016



Toys R Us, Inc.  
Wayne, NJ

Executive Director,  
Marketing Creative Services and  
Head of Visual Merchandising  
2011 – 2013  
2-year contracted consultancy

Strategic vision, planning and implementation of visual direction – TRU, Inc. Toys R Us, Babies R Us and FAO Schwarz store brands (Stand Alone, Integrated, Outlets, Express and Flagship units). 873 permanent locations 35M sq.ft / \$8.8B annual top line revenue:

- Lead internal team to integrate TRU / BRU locations into single store format. Opening or renovating over 100 stores in 2 years
- Principal Leader: • Store Design Committee • New Business Initiatives Committee • Creative Committee
- Principal member • Prototype (Store) Steering Committee and Capital Committee



Nokia, Oyj.  
Helsinki, Finland  
Irving TX / White Plains, NY

- Head of Global Branded Retail  
2006 – 2010  
- Senior Manager, Branded  
Environments  
& Experiential Marketing - Americas  
2004 – 2006

Led the Creative Strategy, Development and execution of increasing consumer market share:

- Developed and executed 24 Nokia Experience Centers in 18 months  
Increasing awareness in 6 specific markets.
- Principal in designing, developing, opening and managing 10 Branded  
Flagship stores globally in 20 Months. Result: €11M direct business.
- Launched over 40 products / product variants globally in 3 years.
- US Representative to Global Brand Steering Committee
- 2014 "Smart Marketer" award – Global



Apple, Inc.  
Cupertino, CA

Senior Manager,  
Worldwide Retail Channel  
Marketing Communications  
Channel Merchandising  
1999-2003

Responsible for bringing the Apple Brand to life in retail globally:

- Designed, developed and deployed first "Store-in-Stores" (after SJ return)  
Rolled out in Japan, followed by Europe, Australia, South Asia and US.
- Launched iMac, iBook, iPod and Titanium PowerMac into the global  
retail channel.
- Industrial Design Magazine POP of the Year 2001 for iPod POP display.
- Responsible for all Executive Briefing Centers' product (HW & SW)  
presentation.
- Created and deployed company's first guidelines, standards and training  
for representing the brand in retail, including the demonstration of all  
technologies - printed and web based.



R.H. Macy & Co., Inc.  
New York City  
and  
Macy's West - San Francisco

Director,  
In Store Marketing  
1990 – 1998  
...progressive positions including  
Creative Director –  
Visual Merchandising, Macy's West

Responsible for delivering consistent visual marketing across the chain:

- Directed all in-store Marketing concepts and the design, production and  
distribution of all print graphic materials providing Sales Promotion  
collateral for over 140 events annually for 103 locations.
- Launched over 100 Fragrances into the market in the Fragrance Launch  
peak.
- Macy's technology task force – Principal.