Who I Am

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I build brands that have to hold together once they leave the room. Not just look good in a deck but work when real people encounter them in the real world.

Over the last decade I've done that inside some genuinely complicated environments. Acquisitions, integrations, rapid growth, a corporate separation that split a global company in two. Through all of it I stayed close to the work and kept the creative moving forward. The organizations changed. The brand still had to show up right.

I'm a player-coach by nature. I build systems that scale and teams that don't need me to make every decision, but I stay hands-on enough to make sure the work lands. Strategy without execution is just a conversation. I care about both.

Selected Impact

- Launched the NCR Atleos brand globally following a major corporate separation, building the visual system, governance standards, and cross-channel frameworks from scratch with no prior guidelines
- Led the evolution of CONNECT from a print publication into a global event platform contributing to 5x ROI, 15 sponsors, and $18M in pipeline
- Directed executive storytelling and environmental creative for Cardtronics Investor Day at NASDAQ MarketSite, including environmental design, motion content, and digital screens supporting investor communications leading to a 3.5% stock increase ahead of a $2.5B acquisition by NCR
- Generated $17M in partner revenue through a 13-month experiential activation program in New York City
- Rebuilt a live Money20/20 USA environment mid-show, day of, in under eight hours into a fully branded Chime experience covering environmental wraps, ATM interface flows, digital displays, and motion content
- Creative directed 'What is Cash?' an integrated campaign spanning brand film, website, and social activation for a complex B2B brand that broke through to consumer audiences and informed congressional discussions on consumer payment rights

Professional Experience

Creative Leadership Across Brand, Experiential, and Digital Systems
NCR Atleos / NCR / Cardtronics • Remote • May 2016 - Feb 2026
Held a trusted senior creative role for a decade through acquisition, integration, brand evolution, and corporate separation. Led brand narrative, integrated campaigns, and creative strategy across digital, social, experiential, executive communications, and global events while maintaining consistency at enterprise scale.

- Developed and scaled brand systems, guidelines, and design standards for a portfolio of 8 plus brands including Allpoint Network and Cashzone, building visual identity, motion, and digital and environmental applications from the ground up for the world's largest ATM owner and operator
- Directed experiential creative across major global events including Money20/20 and CONNECT, translating brand strategy into immersive environments, motion systems, presentations, signage, interactive demos, and live activations with budgets up to $500K and teams up to 50
- Unified Columbus Data Services and Kahuna ATM Solutions into a cohesive brand architecture while preserving the distinct equity of each
- Built and directed corporate websites, landing pages, and digital platforms across US and international markets, aligning UX, content, and brand expression across teams

Professional Experience

- Owned consumer-facing digital experiences including websites, UI systems, interactive demos, and the Allpoint Network mobile app, designing brand touchpoints used by millions of consumers
- Built scalable templates, component systems, and governance frameworks that enabled distributed teams across the US, UK, and international markets to execute consistently without centralized bottlenecks
- Led development of a custom photo and video asset library through directed shoots across domestic and international locations, strengthening brand authenticity and reducing reliance on stock imagery
- Expanded in-house motion capability by producing motion assets across campaigns, events, digital channels, and executive presentations when additional production support was needed

Creative Director
Oilpro, Houston, TX • Jul 2015 - Apr 2016

- Built the brand identity and visual system for a high-growth energy industry platform from scratch
- Led creative across marketing, digital, and product experiences working directly with founders and leadership
- Operated as the sole senior creative in a fast-moving startup environment, owning strategy and execution across every channel

Core Capabilities

Cross-Channel Creative Leadership • Integrated Campaign Strategy • Brand Storytelling & Narrative • Executive Storytelling • Creative Operations • Brand Systems & Governance • Digital & Social Campaigns • Experiential & Environmental Design • Distributed Team Leadership • Hands-On Creative Direction

Recognition

2018 ATMIA ATMmys – 1st Place Digital • “What is Cash?” Integrated Campaign
2019 ATMIA ATMmys – 1st Place Content • Health of Cash White Paper
2021 ATMIA ATMmys – 1st Place Video • Valley Strong Credit Union Campaign
2022 ATMIA ATMmys – 1st Place Content • Allpoint Network Infographic
2021 ATMIA ATMmys – 2nd Place Video • NCR for ‘Transform, Connect, and Run’
2024 ATMIA ATMmys - 2nd Place Digital • NCR Atleos