

WENNER EXIUS

BRAND + CREATIVE EXECUTIVE

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I do my best work when the ambition is high, the brand story needs sharpening and the creative organization needs to catch up with where the business is headed. I came up through copy and strategy; today, I lead across brand, creative, experience and operations, connecting better ideas and better ways of working to what the business needs to accomplish.

TRACK RECORD

Senior Director, Creative

Kellogg School of Management at Northwestern University | 2022–Present

Lead Kellogg's in-house creative function across brand, campaigns, content, digital, social and production. Rebuilt the studio's operating model while raising the creative bar, making the work more audience-focused, more consistent and better aligned to enrollment and reputation goals.

Reactivated *Become a Kellogg Leader* across degree programs, with +63% FT MBA inquiries and +36% EMBA growth, and led Executive Education's first brand campaign, *Meet the Moment*.

Creative Director, Corporate Marketing

OpenX | 2021–2022

Led brand and creative strategy for this complex B2B technology business, turning technical capabilities into clearer stories for enterprise buyers and stronger tools for Sales and GTM. Work supported \$14.5M in strategic deals and \$8M in net-new revenue.

Senior Manager, Brand + Creative

Eventbrite | 2018–2020

Led the in-house studio and creative strategy as Eventbrite grew from ticketing platform toward global consumer brand. Launched *Made for Those Who Do* (first ever brand campaign) around a simple idea: go global by getting local, delivering 15x engagement and 50%+ of ticket conversions and proving that local relevance could drive business at scale.

Brand + Creative Consultant

2011–2018

Google Cloud, Shutterfly and Intuit QuickBooks, plus Canadian Cancer Society, Dairy Farmers of Canada, eBay, Khan Academy, Kellogg's, Keurig, Mary Kay, ONSET Ventures, Oreo, Pratt & Whitney and Skype. Worked from research and audience insight through brand strategy, messaging and integrated creative, turning complicated business problems into clear ideas built to move across channels, audiences and markets. *Early Career*: Senior Copywriter / Creative Lead, Razorfish | Copywriter, Digitas

STRATEGIC HIGHLIGHTS

GOOGLE CLOUD *Making complex technology make sense*

AI Audience Strategy | Turned research with IT and business decision-makers into a brand communications strategy for AI, identifying a critical divide: executives were bullish on AI; the people closer to implementation saw the complications. That gap shaped how Google Cloud would educate, inspire and prove value to each audience.

G Suite Brand Positioning | People knew G Suite's tools better than the suite. Helped build a global campaign around a more human proposition: technology as an investment in people and a better way of working.

NYT + Google Cloud | 167 years of photography sat in an archive. *NYT* × *Google Cloud* unlocked it, turning an abstract cloud capability into something people could see, understand and care about.

SHUTTERFLY *Turning an occasion brand into an everyday one*

Shutterfly had awareness. The harder problem was frequency: people showed up for holidays and milestones, then disappeared. Helped build *Make*, a flexible creative system under *Never Let Go* that gave the brand a reason to show up all year.

INTUIT QUICKBOOKS *Finding clarity in complexity*

"Small business" turned out not to be one audience. Self-employed people, new businesses, product-based businesses and established owners came with different ambitions, anxieties and reasons to buy. Helped turn that into clearer messaging and creative without flattening everyone into the same entrepreneur.

CAPABILITIES

Strategy: Brand strategy, positioning, narrative, audience strategy

Creative: Creative direction, integrated campaigns, content, digital, social

Leadership: In-house studios, creative operations, organizational design, resourcing, agency partnerships

EDUCATION

DePaul University, Chicago | Communication Studies | Minor in Creative Writing