

WENNER EXIUS

BRAND + CREATIVE LEADER

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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 in the agency world through copy and strategy, so I care deeply about the work itself. But I've learned that great creative takes more than a good idea. It takes inspiring talented people, well-designed systems and a culture of experimentation that continually challenges what good looks like. Today, I spend as much time improving how we *get* to great work as I do making sure the work is actually great.

TRACK RECORD

Senior Director, Creative

Kellogg School of Management at Northwestern University | Evanston/Chicago | 2022–Present

Lead our in-house creative studio, strengthening copy, design, multimedia, project management, UX and the practices behind how work gets briefed, developed and delivered. Brought new clarity to the brand across programs and audiences, including the *Become a Kellogg Leader* campaign (+63% FT MBA inquiries, +36% EMBA growth) and Executive Education's first brand campaign, *Meet the Moment*.

Creative Director, Corporate Marketing

OpenX | Los Angeles | 2021–2022

Reimagined and rebuilt creative studio and front-end development operations across Los Angeles and Kraków, balancing immediate business demands with longer-term brand ambitions. Made complex ad-tech capabilities easier to understand and sell, supporting \$14.5M in strategic deals and \$8M in net-new revenue.

Senior Manager, Brand + Creative

Eventbrite | San Francisco | 2018–2020

Overhauled creative briefing and review practices, balancing performance goals with long-term brand building. Formed a cross-functional strike team spanning communications, development, creative and project management to turn cultural moments into timely content. Unified creative teams and operations across San Francisco, Mendoza and Bordeaux, establishing a more cohesive approach to creative development and execution. Launched Eventbrite's first global brand campaign, *Made for Those Who Do*, delivering 15x engagement and 50%+ of ticket conversions.

Brand + Creative Consultant

Independent | Montreal, Los Angeles, San Francisco | 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

KELLOGG *Making better creative possible*

Multimedia | Modernizing how we store, access, edit and share footage, making it easier for internal teams and external partners to collaborate without being tied to a physical studio.

User Experience | Moving beyond designing and launching websites to understanding how people actually use them. Established a component library and developed a usability testing practice to make ongoing improvement part of how we work.

Creative Operations | Rethinking project management to give teams clearer priorities, better visibility into workloads and more room to focus on the creative. Moving from managing requests to anticipating what's coming and planning for it.

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.

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 foundations, positioning, audience and consumer insight, narrative, creative briefing

Creative: Creative direction, development and review, integrated campaigns, content, digital, social, UX

Efficiency + Effectiveness: Operations, agency partnerships, standards, brand + performance balance

EDUCATION

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