WENNER EXIUS

BRAND, CREATIVE + EXPERIENCE LEADER

High standards, zero tantrums

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I do my best work when the ambition is high, the brand story needs sharpening and the experience has to hold together across markets, channels and the moments that matter. I came up through copy and strategy, working across consumer brands, technology and education. Along the way, I've helped brands and creative teams navigate IPOs, acquisitions and leadership changes, rethinking what brands need to become and how they show up in the world. Today, I spend as much time improving how we *get* to great work as I do making sure the work itself is great.

TRACK RECORD

- **63% growth in Full-Time MBA inquiries and 36% in Executive MBA inquiries**, supported by the reactivation of Kellogg's *Become a Kellogg Leader* campaign.
- **Pitched a documentary-led strategy for *Healthcare at Kellogg* and secured $300K beyond the brand budget**; the lead ad ran 4× the higher ed CTR benchmark, every paid ad doubled the higher ed view-rate benchmark, and funding was secured for a second year.
- **$14.5M in strategic deals and $8M in net-new revenue** supported through clearer storytelling and sales enablement at OpenX.
- **Launched *Made for Those Who Do*, Eventbrite's first global brand campaign**, delivering 15× Eventbrite's historical click-through benchmark, 44% lower cost per click and ticket sales up 12% in the Atlanta test market, ahead of its control.

EXPERIENCE

Senior Director, Creative

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

Lead an in-house creative studio of 11, plus three agencies and three freelancers, overseeing brand expression, integrated campaigns, content, multimedia and digital experiences across the school.

- Rebuilt the studio, hiring half the team, strengthening agency partnerships and shifting the work from order-taking to strategic problem-solving.
- Built *Healthcare at Kellogg* into an ongoing content platform to strengthen the school's reputation in healthcare business education, extending the films across campaigns, events and admissions.
- Established schoolwide creative standards and self-service tools, giving departments greater independence while focusing studio resources on marquee initiatives.
- Leading *Meet the Moment*, Kellogg Executive Education's first brand campaign, with agency partner Super Good, building long-term brand equity through a unified strategy and creative platform.
- Modernized multimedia operations and advanced the school's UX practice through a component library and usability testing.

Creative Director, Corporate Marketing

OpenX | Los Angeles | 2021–2022

Rebuilt creative studio and front-end development operations across Los Angeles and Kraków.

- Developed clearer brand storytelling and sales tools that made complex advertising technology easier to understand and sell.
- Created OpenX's first comprehensive brand guidelines, unifying identity, voice and creative standards.

Senior Manager, Brand + Creative
Eventbrite | San Francisco | 2018–2020

Led brand and creative strategy as Eventbrite evolved from a ticketing platform into a global consumer brand.

- Launched *Made for Those Who Do* across OOH, paid social and influencer marketing, reaching 40.9M impressions; photography drove 65% of campaign-attributed ticket purchases, while creator content earned 2× the CTR of other formats.
- Unified creative operations across San Francisco, Mendoza and Bordeaux.
- Created Britegeist, a cross-functional model for turning cultural insights into timely brand content.

Brand + Creative Consultant
Independent | Montreal, Los Angeles, San Francisco | 2011–2018

Brand positioning, identity and integrated campaigns for Google Cloud, Shutterfly, Intuit QuickBooks and Khan Academy.

- ***Google Cloud:*** Turned research with IT and business decision-makers into an AI communications strategy addressing the gap between executive optimism and implementation challenges.
- ***The New York Times + Google Cloud:*** Helped transform 167 years of archival photography into a tangible demonstration of cloud technology.
- ***Intuit QuickBooks:*** Featured in *We Are the Self-Employed*, the launch campaign for QuickBooks Self-Employed, before joining the creative team as a writer and expanding into brand strategy, messaging and social content strategy.

Earlier Roles: Senior Copywriter / Creative Lead, Razorfish (2007–2010) | Copywriter, Digitas (2002–2007). Selected brands: Kraft, Oreo, AT&T and KitchenAid.

CAPABILITIES

Creative leadership and studio building | Brand positioning | Integrated campaigns | Creative operations | Agency partnerships | Content, film and UX

EDUCATION

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