

# KIM GENKINGER

[kim.genkinger@gmail.com](mailto:kim.genkinger@gmail.com) | 323-363-4504 | <https://www.linkedin.com/in/kimgenkinger>

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## GLOBAL CREATIVE & BRAND EXECUTIVE

Global brand, communications, and creative leader with a track record of leading brand transformation and go-to-market evolution at moments of launch, growth, complexity, and change. Trusted advisor to founders, CEOs, and executive leadership, translating business strategy into clear, scalable brand systems and storytelling platforms.

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## CAREER HIGHLIGHTS

- **Scaled a leading CPG portfolio from \$200M to \$450M+ at The Wonderful Company**, helping build the foundation of today's \$6B+ business through brand positioning and national launches
  - **Authored global brand playbooks and messaging frameworks** for brands including Nespresso, Philips Beauty, and Pin Drop Rum, enabling consistent execution across mediums and markets
  - **Produced iconic, high-visibility campaigns**, writing and producing six Super Bowl commercials featuring top-tier talent including Stephen Colbert, Faith Hill, Adriana Lima, and Kim Kardashian
  - **Delivered award-winning, high-ROI creative**, earning an Effie with €23.84 ROI and 97% positive sentiment for Belgium's national tourism campaign
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## SKILLS

Brand Vision & Positioning • Brand Identity & Evolution • Executive Creative Leadership • Growth Marketing • Narrative, Storytelling & Content • Integrated Campaigns • C-Suite Advisory

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## PROFESSIONAL EXPERIENCE

### Branding & Creative Excellence Leader

2018 – Present

#### Head and Heart Communications, Los Angeles

Lead brand positioning, messaging, and go-to-market strategy for B2B and B2C clients, translating complex business needs into clear, actionable narratives.

- **Built and launched foundational brand systems**, including creating Pin Drop Rum's identity, delivering creative strategy and brand guidelines that ignited 22% CAGR year one
- **Defined name, positioning, and launch narrative** for ABS Group's new OT cybersecurity company, enabling a successful go-to-market sprint and high-impact debut at RSA
- **Serve as a trusted strategic partner to founders and executive teams**, aligning brand clarity, execution, and growth priorities across consumer, tech, and financial services

**CPG:** Pin Drop Rum, Sure Shot, Wellness Pet Company, Whimzees, Sleep Domi, A4 Sportswear

**Tech & Finance:** Navier Boats, Proofpoint, SMARSH, DFIN, BlackVue, ABS Group, EWS, Croak Capital

## Group Executive Creative Director

2022 – 2023

Doremus + Co, New York (Remote)

Appointed senior client-facing lead to stabilize a \$10M T-Mobile for Business account, rebuild trust, and strengthen delivery across a complex stakeholder environment.

- **Aligned stakeholders across multiple business segments and verticals**, securing trust and partnership with senior brand leadership
- **Established a formal brand tone-of-voice system**, improving creative consistency, operational efficiency, and the quality of senior-level client conversations
- **Reduced rework by 50% within two months** by introducing clearer priorities, written guidance, and delivery rhythms across three time zones

## Executive Creative Director

2016 – 2018

Ogilvy & Social.Lab, Brussels, Belgium

Recruited as a contract leader to support Ogilvy's cornerstone global client, Nespresso; within weeks, appointed Global ECD with responsibility for all global brands, reporting directly to the CEO.

- **Authored Nespresso Global's Social Content Playbook**, translating brand strategy into actionable principles and establishing a unified standard across U.K. and E.U. markets
- **Led pitch-winning creative, securing Belgium's national crisis-response tourism mandate**, earning an Effie for effectiveness with 97% positive sentiment for the campaign
- **Created a digital-first campaign for Philips Beauty**, establishing new global messaging across U.K. and E.U. markets, exceeding brand recognition targets by 38%
- **Created Nespresso's first global sustainability campaign**, achieving 71.7% positive sentiment and top tier earned media coverage (*Guardian, Financial Times*) under intense recyclability scrutiny

**Clients:** Nespresso (Global & Belgium), Philips Beauty, Belgium Tourism, IKEA, Ford, Coke, Fanta

## Group Creative Director

2009 – 2015

Associate Creative Director

2008 – 2009

The Wonderful Company, Los Angeles

Recruited to strengthen the strategic and creative foundation of the company's in-house agency, driving clarity, consistency, and execution across a diverse CPG portfolio.

- **Strengthened the strategic and creative foundation of the in-house agency**, establishing systems that enabled consistent, high-impact execution across brands
- **Led the company's first national TV launch for Wonderful Pistachios**, unlocking a \$15M media investment and contributing to 50% brand growth in 2009
- **Drove six commodity brands to #1 positions in their categories** through clarified positioning, messaging, and disciplined brand execution
- **Wrote and produced five Super Bowl commercials** over five consecutive years, including three for Wonderful Pistachios and two for Teleflora.

**Clients:** FIJI Water, Wonderful Pistachios, JUSTIN & Landmark Vineyards, Wonderful Halos, POM Wonderful, Teleflora, California Cuties

### **Founder & Brand Architect, Select Ventures**

**Head and Heart Communications**, Los Angeles and Antwerp, Belgium

Founded three entrepreneurial ventures, leading brand architecture, creative direction, and launch execution from concept through commercialization.

#### **Sit in The City: LA Meditation Cards**

**2020–2024**

Created a place-based mindfulness card deck and content platform, distributed through cultural institutions and specialty retail.

#### **DropIn Meditation Studio**

**2018–2021**

Founded Belgium's first drop-in meditation studio in Antwerp, designing the brand, physical space, community model, and customer experience.

#### **Fansy Apparel**

**2005–2008**

Launched the first apparel brand designed specifically for serious female sports fans, overseeing design, manufacturing, marketing, and sales.

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## **EDUCATION, CERTIFICATIONS & TECHNICAL SKILLS**

**Education:** Bachelor of Arts, English Literature, Wake Forest University, Winston-Salem, NC

**Certifications:** Advertising & Copywriting Certificate (Portfolio Center, Atlanta, GA); 300-Hour Teacher Certification (Yoga Moves, Utrecht, NL); 6-month Mindfulness Teacher Training (MNDFL)

**Technical Skills:** Figma, Generative AI Tools, Microsoft 365, Creative Ops Platforms, Project Management Tools