

**DIGITAL MEDIA PIONEER with strengths in ...**

- **Designing and directing transformative digital products, media and programs**
- **Staying in front of emerging best practices**
- **Translating research-based strategy into award-winning execution**
- **Quantitative analytics and qualitative research**
- **Superior writing, editing and content management**
- **Enthusiastic and highly agile collaborator and leader**

**PROFESSIONAL PROFILE**

- Over 15 years of senior management experience designing and managing high-impact media across domestic and international markets (Americas, APAC, EMEA).
- Talent for rapidly identifying strategic imperatives and executing synergistic marcomm products and programs purpose-built to achieve and extend organizational objectives.
- Consistent record of directing and producing game-changing media and content ranging from disruptive web, mobile and social media to next-generation digital communications programs.
- Adept at building and leading teams that typically exceed performance goals.
- Extensive experience planning and preparing messaging strategies and final content for global marketing communications channels and news media.

“Tim grasps the strategic imperatives then executes with marvelous efficiency and to the absolute highest standards. I’ve witnessed him plan and build a world-class marketing communications program across global markets and multiple consumer brands in a matter of months in a highly fragmented organization. Simply amazing.”

*Wendy Grover, Vice President, Corporate Communications, Expedia*

**REPRESENTATIVE EXPERIENCE****Principal & Founder, *Sensiate*, Kirkland, WA, 2007 – Present**

Sensiate provides strategic and creative services to clients ranging from Microsoft, to nonprofits such as Seattle Arts & Lectures (SAL) and the US-Japan Council (USJC), to a wide range of early-stage tech ventures. One of several Microsoft engagements involved reformulating and redesigning mission-critical components of the company’s Windows Phone B2C and B2B web and mobile communications. A bold new research-based strategic approach and subsequent execution led to an immediate 400% surge in owner registrations and loyalty program enrollment. Long-term SAL and USJC engagements involved market research, brand strategy, followed by the creation of integrated identity systems, and all-new digital and collateral marcomm media. Services for start-ups such as PhotoRocket, Bertram & Boo, Context Solutions, Conceivian, Jobfully and others have included strategy, branding, marketing, public relations, and product UI/UX concepting and design. Case studies and client list available at [timmunson.com](http://timmunson.com).

**Director, Global Marketing & Communications, *Expedia Inc.*, Bellevue, WA 2006 – 2007**

Established Expedia’s first global, multi-brand industry communications program spanning 58 nations and reaching over 110,000 supply partners. Following rapid research and development cycle, the complete program included consistent strategic messaging across the company’s family of brands and global markets, strategic press outreach, a pioneering advertising campaign, as well as a comprehensive set of business-critical print, film and digital marketing communications media. Served as ghostwriter for president.

**Creative Director, *J Street Consulting*, Washington, DC, 2002 – 2006**

Provided strategic consulting and creative services to academic, governmental and corporate organizations. Built strong, service-driven relationships with clients such as Mazda, De Beers, Vodafone, AIG, Lipton Teas, The Brookings Institution, the American College of Cardiology, AARP, BroadSoft, George Mason University, Drexel University, the U.S. Department of

Health and Human Services, among others.

**Communications Manager, Gateway, Inc.,** Yokohama, Japan, 1998 – 2000

Led development of this firm's first digital communications program for its Asian operations. Conducted in-depth analysis of complex information and communications needs, detailed and gathered resource requirements, reengineered company-wide knowledge management and flow, designed and built supportive digital media and organizational processes, hired and trained management team for this regional Asian program. Served as speechwriter and ghostwriter for CEO.

**Communications Director, American Chamber of Commerce in Japan,** Tokyo, 1997 – 1998

Directed communications for what is often termed the most important U.S. business group outside the United States. Enhanced quality and effectiveness of media, government and public relations, recasting content strategies, brand presentation, budget priorities and supportive processes. Refocused program around award-winning digital media, redesigning content and technological functionality, integrating organizational knowledge management and data processing, and forming strategic partnerships with major national and international news providers.

**Communications Director, The American School in Japan,** Tokyo, 1992 – 1997

Managed all communications for this prominent international institution. Supervised professional, freelance and clerical staff in addition to orchestrating support by international community in building the organization's first fully integrated print and online marketing communications program. Established award-winning digital communications program, the first of its kind in the nation.

**Copywriter & Copyeditor, J. Walter Thompson, Ltd.,** Tokyo, 1989 – 1992

Created global corporate communications, as well as retail and consumer promotional materials for Shiseido, Ltd. Wrote national and international advertising for clients such as Kodak, Ford and Haagen-Dazs.

## EDUCATION

**Georgetown University,** Master's with Distinction in Communication, Culture & Technology, 2002

**Carleton College,** Bachelor of Arts in English Literature, 1986

**Stanford University,** Stanford Professional Publishing Program and Executive Refresher Program, 1996, 1998

## SKILLS

**RESEARCH:** Expert in advanced discovery techniques including psychographic, ethnographic, and usability research.

**WRITING/EDITING:** Published author. Extensive background in marketing, journalism, and academic writing and editing.

**MANAGEMENT/LEADERSHIP:** Experienced leader. Enthusiastic mentor. A genuine passion for dialog and collaboration.

**PRODUCER:** Adept at working closely with developers, designers, and leadership teams to produce great marcomm technologies, media and programs.

## LANGUAGES

English, Japanese, basic French