

# TIMOTHY J. MUNSON

*www.timmunson.com 202.641.1234 tim@timmunson.com*

## **Profile**

*I build best-in-class, next-generation brands and user experiences. I offer a rare combination of strategic acumen, world-class creative execution, and extensive hands-on experience designing state-of-the-art identities and ICT products and media internationally.*

- A proven record of rapidly defining strategic imperatives and designing high-impact brands and user experiences purpose-built to achieve and extend these organizational objectives.*
- Highest quality standards and award-winning portfolio, consistently crafting best-in-class ICT applications and media ranging from game-changing brand identities, to award-winning web and mobile user experiences, to iconic international advertising campaigns.*
- Demonstrated ability to build and sustain positive, productive internal cross-functional relationships, as well as external public and media relations, across global markets.*

## **Experience**

**Principal, Sugai Munson Communications, Kirkland, WA, 2007 – Present**

Provide strategic consulting and creative services to clients including Microsoft, the U.S.-Japan Council, Seattle Arts & Lectures, and Conceivian, among others. The Microsoft engagement involved reformulating and redesigning mission-critical components of the company's Windows Mobile B2C and B2B interactive communications. A bold new strategic approach and creative execution helped Microsoft increase owner registrations and involvement in its loyalty program over 400%. For Seattle Arts & Lectures, a vital new brand and online experience resulted in sold-out events and a record-breaking season. For Conceivian, a tech incubator, services range from defining organizational strategic objectives and tactical requirements, to managing and producing branding, marketing, and product UI/UX deliverables for client engagements including rapid product prototyping for Microsoft, as well as the launch of a number of highly innovative web and mobile v1 ventures.

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

Established Expedia's first global, multi-brand industry communications program. Accomplishments: Following an intensive development cycle, the complete program eventually included consistent strategic messaging across the company's full family of consumer brands and global markets, strategic press outreach, a pioneering advertising campaign, in addition to a comprehensive set of business-critical print, film and online marketing communications media. Additionally served as ghostwriter for president.

**Principal, Sugai Munson Communications, Washington, DC 2002 – 2006**

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

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

Led rapid development of this firm's first corporate communications program for its Asian operations. Accomplishments: Conducted thorough analysis of highly complex organizational communications needs, detailed and gathered resource requirements, reengineered company-wide knowledge management and flow, design 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 organization outside the United

States. Accomplishments: Enhanced quality and effectiveness of media, government and public relations, recasting editorial strategies, graphic presentation, budget priorities and supportive processes. Refocused program around award-winning extranet, redesigning editorial 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 communications for this prominent international institution. Accomplishments: 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 Internet presence, 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 Executive Refresher Course, 1998

Stanford University, Stanford Professional Publishing Course, 1996

Notre Dame University, CASE Summer Communications Course, 1992

**Languages**

English, Japanese, basic French