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Silicon Valley - CA

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PROFILE

Award-winning creative and brand leader with an eclectic background that includes time with powerhouse creative agencies, public, private equity and venture portfolio technology companies, and startups.

EXPERTISE

Advertising, Brand Strategy, Creative Development, Consumer Insight, Customer Experience, Digital Marketing

VERTICALS

Beer, Distilled Spirits, CPG and FMCG, Cybersecurity, Fitness Technology (Golf, Running), Mobile Computing

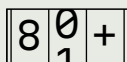
DISTINCTION

Awarded a US Patent in 2023 for an AI-powered pace management alert system that improves productivity

RECOGNITION

ADDY, Cannes Lion, Effie, Hermes, The One Show, Victor & Spoils, Webby

WORK EXPERIENCE



BRANDS AND COUNTING

INTELLIGENT DEMAND

SENIOR EXECUTIVE CONSULTANT

Present

- I specialize in brand and creative strategy, demand creation, positioning, messaging and content innovation across multiple industries including cybersecurity, fintech, and tech/SaaS.

PING IDENTITY

VICE PRESIDENT | Brand + Content, Head of SquareOne

(The In-House Creative Agency)

Jan. 2023 - Nov. 2023

- Architected an integrated brand campaign featuring Terry Crews in less than three months, that increased 'X' clicks 1,824 percent, branded search 32 percent, new homepage visits 26 percent, and won a Hermes Creative award to boot.
- Made the connection between site behavior and storytelling, to create a better digital experience for Ping customers and prospects, by mapping and 'wayfinding' the unique steps of the Ping purchase journey, to increase conversions.
- In less than 30 days, led the transformation of a staid account based marketing tactic into a fresh, culturally relevant 'switching campaign' infused with humor and category truths, to convince competitors' accounts to migrate to Ping in as little as 60 days, utilizing paid search and social, display, sales cadences, email nurtures, and high-value offers.

VICE PRESIDENT | Demand Generation

Jan. 2022 - Jan. 2023

- Managed \$300M global pipeline, exceeded annual operating plan target by 20 percent year-over-year, by leveraging Marketing Operations to identify and accelerate opportunities in Ping's funnel, from MSL to Closed/Won.
- Proactively bridged the dysfunction between Sales & Marketing, fostering a new culture of collaboration, establishing clearer processes and faster lines of communications, to drive and scale real-time business growth.
- Ping understood its customer's engagement with its content, but it didn't have a clear sense of their journey over 6-18 months. Inspired my MOps team to decode the customer journey, and discovered that it may take up to 500 discrete touches to a Ping solutions conversion. This new insight improved 2023 annual operating planning and budgeting.

FRACTIONAL LEADERSHIP + CONSULTING

Brand and Growth Strategies, Brand Architecture, and

Brand Identity

Dec. 2015 - Jan. 2022

PING IDENTITY

19 months

Developed Ping's first brand awareness, influencer campaign, Chief Identity Champion, featuring Terry Crews. Improved campaign effectiveness by 91 percent, increased website traffic by 33 percent, delivered +117k new visitors to web page, and 1.8M YouTube views. Developed naming strategy for Ping's 'no-code' cloud orchestration service, DaVinci, that enables organizations to design better digital experiences with drag and drop simplicity.

REGISTER BY DESIGN 6 months

Brand strategy/purpose for A16z-backed biotechnology company that is defeating cancer.

BIBZI CONSULTING 4 months

Brand strategy/positioning for respin by Halle Berry, a digital health and wellness platform.

ADVISOR ENGINE 12 months

Brand strategy/architecture for a Series B wealth management cloud platform.

AVNET 30 months

Developed a global branding campaign "Reach Further" for a \$20 Billion global corporation.

PACEBYCOLOR Ongoing

Founder, Patent Author – proof of concept, engineered beta product, data collection, fundraising



HAVAS WORLDWIDE | SF

ACTING GROUP STRATEGY DIRECTOR | PayPal
Jan. 2015 – Aug. 2016

- Developed product marketing strategies, programs, concepts for one of the world's most used digital payment platforms.

VENABLES BELL & PARTNERS | SF

GROUP STRATEGY DIRECTOR | Intel
AUG. 2013 – Nov. 2014

- AOR global lead strategist for the agency's largest technology client. Responsible for the strategic direction of "Look Inside" creative platform, winner of five Lions at Cannes 2014, activated in 16 countries and 14 languages.

CROSSCUT | NYC

FOUNDER, MANAGING PARTNER
Mar. 2009 – Jun. 2013

- Created a methodology to measure Culture, to determine the crosscuts of innovation and consumer motivation.

TRANSLATION | NYC

DIRECTOR, STRATEGY | Consumer + Markets
Apr. 2008 – Jun. 2009

- Led strategy for a zeitgeist agency serving corporate brands targeting Millennials and multicultural consumers.

GREY | NYC

SENIOR VICE PRESIDENT, GROUP BRAND PLANNING DIRECTOR
P&G Health & Beauty
Oct. 2006 – Feb. 2008

- Helped make beauty smarter with strategic insight and cultural empathy on Grey's largest and oldest account, P&G.

M&C SAATCHI | NYC

HEAD OF STRATEGY
Jan. 2006 – Oct. 2006

- Led strategic thought leadership for the NYC post of the world's largest independent communications network agency.

SAATCHI & SAATCHI | NYC

SENIOR VICE PRESIDENT, STRATEGY DIRECTOR
Millennial Marketing
Jul. 2005 – Jan. 2006

- Rebuilt a Millennially-focused advertising unit that gave props to the largest demographic since Baby Boomers.

BBDO | NYC

VICE PRESIDENT, ASSOCIATE GROUP STRATEGY DIRECTOR (PROMOTED)
Jan. 2003 – Jul. 2005

- Key hire to help transform BBDO from a 'quant shop' to behavioral planning center of excellence.

Worked on Diageo, Pepsi, and NYSE accounts.



WORK EXPERIENCE (CONTINUED)

JWT | NYC

BRAND PLANNER (PROMOTED)

Jan. 2002 – Jan. 2003

- Coming to terms with, and understanding how brands should behave in a post 9/11 consumer world.

Worked on Miller Brewing account.

BBH | NYC

BRAND PLANNER

Mar. 2000 – Aug 2001

- Reebok Classics focus group? Not in a lab, but a Harlem barbershop, with Nike aficionados, sneakerheads – style icons.

EDUCATION

MOREHOUSE COLLEGE

FINANCE

Atlanta, GA

VENTURES/STARTUPS

PACEBYCOLOR

Our brains love visual information. I've patented a way to feed it tons of information without any of the mental calories. PXC is an AI-powered graphical user interface that helps you see the data that makes the difference.

MOJO

Founded one of the first African American-owned microbreweries in the United States.

MARKETERS



PEPSICO



State Farm®

AVNET®

CAMPARI
GROUP

DIAGEO

intel.

P&G

AGENCIES



BBDO

GREY

HAVAS

J W T

M&CSAATCHI

Register.

SAATCHI & SAATCHI

translation

