

I build AI-forward creative organizations without losing the humans who make them work.

Executive Summary

Strategic brand and creative executive with over 25 years building iconic brand experiences, including 15+ years leading high-performing teams inside high-growth, technology-driven companies. As VP, Creative & Interactive, I partner with our Chief Brand Officer to lead brand strategy, and I own a 12-person organization spanning Design/Creative, Video, and Web/Interactive, with full budget accountability of \$1–5M. I've led a full pivot to an AI-forward creative operation, architecting agentic workflows and bot-driven production. I co-designed the strategy behind Coupa Concierge, our AI orchestration layer built to solve collaboration across all of corporate marketing, not just design, carrying projects from first request through to finished, published work. This is expanding creative capacity, unlocking new brand capabilities, and driving measurable efficiency at scale. I lead with a human-first philosophy, on the belief that creative and technical excellence starts with how you support the people doing the work. My background across B2B, B2C, and agency environments gives me a holistic view of how brands scale and compete, paired with a forward edge in applying AI to reshape how creative organizations operate.

"The value was never in the assembly. It was always in the judgment layer."

Core Competencies

— AI-Driven Creative Strategy & Transformation

Architected agentic workflows and orchestration systems (Concierge) that redefine how creative organizations scale

— Digital Experience & Conversion Strategy

Treating the corporate website as our #1 sales channel, driving conversion through persona-first UX and buyer-journey strategy

— Brand & Creative Leadership

Setting vision and building high-performing, multidisciplinary teams across Design, Video, and Web/Interactive

— Emerging Technology & Digital Innovation

Applying AI/agentic systems beyond the creative team, as part of a larger multi-team orchestration strategy spanning corporate marketing and sales

Experience

VP, CREATIVE & INTERACTIVE

March 2026 – Current

Coupa Software, San Mateo, California — AI-driven Spend Management Platform, B2B

- Own creative and interactive strategy for the enterprise, partnering with the Chief Brand Officer on brand direction, and lead a 12-person organization across Design/Creative, Video, and Web/Interactive, with full accountability for a \$1–5M annual budget.
- Led a full strategic pivot to an AI-forward creative organization, architecting agentic workflows and bot-driven production across disciplines, automating select production tasks while augmenting others based on where AI creates the most leverage.
- Co-designed the strategy behind Coupa Concierge, the company's AI orchestration layer built to solve collaboration across all of corporate marketing, not just design, bringing a brand/creative lens to a system with enterprise-wide reach.
- Own web and digital experience strategy, running the corporate site as our #1 sales channel: audience reach up +7,117% since 2021, a peak year of 473,965 lead conversions, and engagement rate up from 27.9% to 40.3%.
- Elevated the function from a creative services studio to a strategic, technology-forward brand organization, providing brand strategy direction across UX, product, and other disciplines, and expanding scope to include interactive/product-adjacent work and AI systems strategy.
- Drove measurable outcomes from the AI pivot: saved an estimated 250+ hours in the first month of AI-workflow tracking, one node in a growing roadmap of 35+ AI agents and automations now in production or active development across creative, marketing, web, and engineering.
- Own brand and creative direction for Coupa Inspire, the company's flagship annual conference and largest event of the year, 3,500+ attendees across 100+ breakout sessions, delivering high-impact brand moments at scale.
- Partner across the C-suite, marketing, and other cross-functional teams on priorities including web conversion, digital experience, and sales enablement tools.

DIRECTOR → SENIOR DIRECTOR, CREATIVE SERVICES

2018 – 2025

Coupa Software, San Mateo, California — AI-driven Spend Management Platform, B2B

- Led a global in-house creative and interactive studio spanning design, video, motion, digital, and web, delivering full go-to-market creative for SMB through Enterprise segments.
- Led two full rebrands at pivotal growth stages, architecting a unified brand system, modern visual identity, and global web experience, providing brand strategy direction across UX and design disciplines, and aligning regions under one cohesive brand voice.
- Partnered closely with demand generation, events, product marketing, and regional teams to deliver integrated, value-based campaigns measured by pipeline influence and brand performance.
- Defined and implemented a modern creative operations framework, including AI-driven workflows, intake systems, resource models, and vendor partnerships, scaling creative output 5x.
- Contributed to increasing company valuation from \$2B to an \$8B acquisition in five years.
- Delivered high-impact brand moments through global conferences, large-scale experiences, out-of-home activations, and partnerships including sports sponsorships and brand ambassador programs.

DESIGN SERVICES MANAGER

2014 – 2018

Alfresco / Hyland Software, San Mateo, California — Content & Process Management, B2B

- Led a small, high-impact creative team through a full brand evolution, refreshing visual identity, redefining brand narrative, and elevating the company's digital presence.
- Directed a website redesign and introduced persona-driven digital experiences that tripled engagement and strengthened pipeline conversion.
- Built and mentored a team of designers supporting marketing, leadership, and sales, implementing design systems and workflows that increased efficiency and creative quality org-wide.
- Partnered cross-functionally with global marketing to position Alfresco as a modern, empowering SaaS brand, contributing to a rise in company valuation and its acquisition within four years.

AI-DRIVEN LEADERSHIP PROGRAM ADVISOR

2025 – Current

University of San Francisco, San Francisco, California — AI-Driven Leadership, Executive Education

- Serve as a trusted advisor to USF's AI-Driven Leadership Program, aligning curriculum with the evolving demands of AI-driven organizational and marketing leadership.
- Bring an executive perspective at the intersection of AI, brand, design, and strategy, shaping how purposeful, technology-forward leadership drives business outcomes.

Early Career

Senior Visual Designer / Visual Designer — Kabam, San Francisco, CA · 2010–2014

Social & Mobile Gaming, B2C. Led creative for 10+ global game launches (The Hobbit: Kingdoms of Middle-earth, Fast & Furious: Legacy, Marvel Contest of Champions with Warner Bros.); contributed to a period of growth culminating in a \$1B acquisition.

Art Director / Visual Designer — Imigent Media, San Francisco Bay Area, CA · 2000–2010

Web Design & Multi-Media, B2C & B2B. Executed brand identities, websites, and digital campaigns across diverse clients; deep agency-side experience in client management and production.

Photography / Visual Designer — Look Deeper Design, San Francisco Bay Area, CA · 2003–2005

Photography Portfolio Website / iPhone App, B2C. Led creative production end-to-end, from photography through design and print execution.

| "I build the kind of brand people believe in, not just buy from."

Education

The Art Institute of California — San Francisco

Tools

Adobe Suite · Figma · Asana · Canva ·
Marketo + Claude, ChatGPT/Gemini,
Midjourney, NotebookLM

Patents & Volunteering

Patent: Providing emails coded to specify email features for different device types, US 034737-0409719
Habitat for Humanity · Builder/Aid, Mission to Mexico