Kyle Ford

CREATIVE DIRECTOR

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Creative director and agency co-founder with 14 years across brand-side marketing and agency leadership. Combines consumer insight and business judgment with hands-on photography, stop motion and generative AI production. Co-built Ford Media Lab from zero to more than $5M in cumulative revenue across 40+ brands over ten years. Now pursuing full-time in-house creative leadership.

EXPERIENCE

FORD MEDIA LAB

Co-founder & Creative Director | September 2016–present

Work spans brand portfolios at Diageo, Pernod Ricard, Rémy Cointreau and Suntory Global Spirits.

- Built an agency around category expertise, direct senior creative involvement and efficient production. Advise client teams on **brand strategy** and the stories worth telling; lead creative teams and own final output and quality.
- Co-lead **business strategy and account growth**, expanding initial engagements into broader brand portfolios. Develop retained-service models, scope and creative-production pricing; lead multidisciplinary collaborators across strategy, editorial, design, photography, motion and postproduction, including regular six-figure work.
- Led creative across **eight Pernod Ricard brand relationships**, including Redbreast US stewardship spanning 2018–2024 and Kenwood programs spanning 2021–2026. Connect brand positioning with sustained creative, creator partnerships and commercial channel priorities.
- **Personally photograph, edit and retouch imagery** across editorial and product campaigns; create stop motion and animate stills with AI. Contribute creative direction to client video productions, working with specialist collaborators on CTV and digital spots.
- Conceived and pitched **1806 Magazine**; led design and photography for two sold-out 192-page city editions, with Rachel Ford leading writing and interviews. Spirited Awards Top 4 in 2018 and Top 10 in 2019. Led creative work and photography across two seasons of Perrier-Jouët luxury content for US, global and Japan applications.
- Developed remote client-directed production, then introduced **commercial hybrid AI workflows** combining original photography, generated imagery, motion and human finishing. For Hornitos, delivered 16 campaign images within 72 production hours of creative sign-off.
- Lead **US launch creative and an annual brand program** for Giffard Non-Alcoholic. Developed storyboards and a recurring digital cast across ten launch reels with original music, establishing the narrative and visual direction for the year’s content.
- Authored **Rendered, Not Recorded**, FML’s published AI disclosure and consent framework; share creative methodology through Visual Intelligence essays.

RÉMY COINTREAU USA

Trade Advocacy Manager, Collectif 1806 | March 2015–August 2016

- Led national trade-advocacy strategy and a seven-person ambassador team across seven US markets; hired, trained, mentored and reviewed team members.
- Managed a $1M+ annual program budget across events, education, agencies and production partners. Built digital strategy, influencer programs and field-team resources.

Cocktail and Spirits Expert | March 2012–March 2015

Developed trade strategy, distributor training and bartender education; represented the portfolio in press and television and worked brand-side on Cointreau x Vogue, photographed by Annie Leibovitz.

CREATIVE PRACTICE AND TOOLS

Photography and post-production: Hasselblad medium format; Adobe Creative Cloud, Final Cut Pro and DaVinci Resolve. Hands-on lighting, capture, editing, retouching, compositing and color grading.

Generative production: Nano Banana, FLUX, Kling, Seedance, Runway, Suno and ElevenLabs; repeatable workflows in Figma Weave and Runway. Select and combine tools around brand fidelity, product accuracy and creative intent.

Design and development: Figma, FigJam and Framer; ChatGPT, Claude, Claude Code and Gemini for research, ideation and creative development.

EARLIER EXPERIENCE

Craft Cocktail Bartender | San Francisco and New York | July 2009–March 2012

Consumer-facing hospitality experience that developed deep beverage expertise and informed later brand strategy and storytelling.

Finance | 2005–2009

Manager of Investment Operations, Empyrion Wealth Management; Financial Advisor, Principal Financial Group. Earned the CFP designation during this period.

SPEAKING

Guest lecturer, City College of New York | September 2025

Branding and Integrated Communications program: Strategic Content Creation, what every brand marketer needs to know about AI.

EDUCATION

BA, Economics, cum laude | California State University, Sacramento

RECOGNITION

Ford Media Lab | Adweek 100 Fastest-Growing Agencies, #70, 2020

1806 Magazine | Spirited Awards: Top 4, 2018; Top 10, 2019