

# Jeremy Grimes

**Executive creative business partner providing strategic design leadership through all phases of brand, marketing & product life-cycles.**

## Personal

**E** JGrimes@Grimesand.Co  
**M** +1 917.373.4589  
LinkedIn.com/in/JeremyGrimes  
JeremyGrimes.com

## Expertise

Brand Identity & Visual Design  
Brand Management  
Brand Transformation  
Communication  
Copywriting & Messaging  
Creative Strategy & Direction  
Design Systems  
Digital Marketing  
Experience Design  
Leadership  
Marketing Analytics  
Team Building & Mentoring

## Awards

**Red Dot**, Qualcomm, '13  
**ReBrand award**, Humana, '11  
**ReBrand award**, Thomson Reuters, '09

## Education

**Virginia Commonwealth University**  
*Bachelor of Fine Arts*  
*Communication Arts and Design*

## Certificates

**Marketing Fundamentals**  
*Wharton Online*  
**Inbound Digital Marketing**  
*Hubspot Academy*

Committed to demonstrating design and creativity as a cross-functional, integrated business asset supporting the entire organization. Providing vision, thought leadership and inspiration across business units, products and functions, design can foster ground-breaking, category-defining work rooted in customer insight, that drives business performance and creates compelling, inspiring brands.

Recognized as a highly motivated, tech savvy partner with a proven record of leading teams, nurturing talent, solving problems creatively, driving their resolution, and achieving measurable results. Comfortable working in unstructured environments and adapting to various roles.

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## Professional Experience

**Principal, Executive Creative Director** *2020–present*  
*Grimes & Co.* *Stamford, Connecticut*

Founded a consultancy offering strategic, design and operational leadership for brands. Focused on optimization, helping brand and product managers increase the efficiency and effectiveness of their assets and tools to contribute to the business bottom line.

- Working with CMOs, Heads of Brand and Product to rethink, optimize and extend brands, design systems, platforms, processes and resources used by teams
- Creating new brand and digital experiences for clients; inventing, inspiring, and crafting compelling stories; exploring the intersection of creativity and technology
- Functioning as an on-the-ground, embedded partner, responsible for building valued, cross-functional, trust-based internal partnerships that bring to life best-in-class brands, products and experiences
- Conceiving and implementing business plans, developing and managing budgets and timelines, driving critical deadlines, and negotiating internal relationships.

Clients: Barnes Group (*Industrial and aviation IoT, design and manufacturing*), Beacon Health System, Brillio (*IT consulting*), Cognizant (*IT consulting*), Horizon Therapeutics, Leidos (*cyber, tech, engineering, and science*), Lowe's, OpenText (*SaaS*), Saffron Natural Intelligence (*now Intel AI and Deep Learning Solutions*) and Upstack (*Cloud SaaS, platform & consulting*).

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## Partner Agency Positions

**Executive Creative Director** *2021–present*  
*Publiq Group* *New York, New York*

**Head of Americas** *2021–present*  
*WelcomePubliq* *Global, remote*

Joint venture, executive positions with partner agencies to win contracts and perform services for large, global organizations. Built international team to assess, manage and deliver high-quality creative, digital marketing and design localized to specific demographics around the world.

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## Founder, President, Executive Creative Director

TenTen Group

2014–2019

Stamford, Connecticut

Founding partner of a growing brand activation consultancy. Services included planning, strategic optimization, visual and digital design services for both leading agencies and F500 clients. Successful exit late 2019.

- Led and managed all creative functions including brand strategy, visual and experiential design, ensuring world-class quality of work.
- Developed & managed budgets, talent acquisition, and strategic and creative leadership for both team and client partners.
- Developing business model and core offerings, establishing and maintaining client relations, supervising financial management.
- Led all marketing and new business development, revenue generating activities, identified growth areas, shaped and strengthened client relationships with 200% increase in business revenue YoY through exit in 2019.

Clients: AT&T, Azura Vascular Care, Celestica, Cognizant, EcoATM, Gazelle.com, Helen of Troy, Ingersoll Rand, Leidos, Lincoln Financial Group, Mastercard, Moo.com, Navigators, OSG Billing, Papa Johns, Pitney Bowes, Raytheon Technologies, Refinitiv, UNFCU and Unilever.

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## Creative Director

2013

## Associate Creative Director

2010–2013

## Design Director

2008–2010

Interbrand

New York, New York

Provided design, experiential and strategic leadership for F500 brands, leading to a measurable increase in their brand values and overall business performance.

- Managed internal teams, including seven direct reports and six additional designers across multiple projects, integration with internal teams, external agencies and vendors translating into ~\$10M of company revenue from 2011–2013.
- Initiated and developed the foundational premise for Brand Experience as a new business offering, worked with senior leadership to extend the offering through all departments, processes, and existing business relationships
- Increased digital and experiential revenue by 50% within two years, supporting an overall increase in revenues from \$40M to \$60M over five years, personally recognized by NY CEO for helping transform business.
- Participated in new business including creating communications and tools, developing and presenting pitches, writing proposals, and engaging clients in workshops leading to almost \$5M in client revenue in 2012.
- Won Red Dot award for Qualcomm brand transformation, Rebrand award for Thomson Reuters merger, Rebrand award for Humana brand transformation

Clients: AT&T, Berkshire Hathaway, Brookfield, CapitalOne, Dassault Systemes/SolidWorks, Gap, General Atlantic, Humana, Microsoft, Pitney Bowes, Qualcomm, SAIC/Leidos, SAP, Thomson Reuters, United Airlines, UPS, Vocativ, and Wrigley.

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## Early Experiences

### Brand Design Director

The Brewery Design

2006–2008

New York, New York

### Principal, Creative

Infinia Group

2003–2006

New York, New York