



KATHY  
SORANNO

EXECUTIVE CREATIVE DIRECTOR

TO LEARN MORE

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# KATHY SORANNO

EXECUTIVE  
CREATIVE DIRECTOR

AN ACCOMPLISHED NEW YORK EXECUTIVE CREATIVE DIRECTOR AND  
ENTREPRENEUR WITH A PROVEN TRACK RECORD IN FOUNDING AND  
LEADING HIGH-PROFILE GLOBAL DESIGN AND BRANDING AGENCIES



## PROFILE

As an Executive Creative Director and transformative leader, I excel in building and nurturing high-performing teams. My approach emphasizes strong partnerships and leveraging cutting-edge methodologies that drive significant business results. My dedication to crafting exquisite and impactful designs underscores my pursuit of beautiful outcomes in all endeavors. I have a proven track record of championing groundbreaking solutions that elevate organizational standards and deliver superior business results. I am eager to channel my extensive leadership experience into exciting new ventures.

## LEADERSHIP PHILOSOPHY

### Lead to Beautiful Outcomes

My leadership style drives teams and clients to think and act beyond the boundaries of the conventional to achieve greater success together



Explore Daringly.

Innovate Wisely.

Achieve Beautifully.

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## PROFESSIONAL SUMMARY

**Driving business growth:** Led high-impact initiatives across notable branding and design agencies, significantly transforming business outcomes

- Launched Hornall Anderson's New York office as Executive Creative Director and Managing Director, driving a 20-plus% profitability in the inaugural year
- Led the global creative rebrand of P&G's \$4-billion Olay brand, developing a comprehensive 50-plus page brand guideline that united global offices and drove a 20-plus% increase in agency revenue
- Directed the 2021 rebranding of Cynosure with my agency, infusing it with cultural insights and repositioning it as a leader in beauty activism within medical aesthetics, catalyzing a strategic 2024 global merger
- Revitalized agency Wallace Church by enhancing its positioning, expanding service offerings, and elevating creative standards, which significantly enhanced the national reputation

**Advancing Creative Excellence:** Over 15 years of creative leadership, transforming major brands with strategic innovation, award-winning design, and pioneering methodologies

- Accumulated over 50-plus prestigious design awards in a career spanning 25 years by blending strategic foresight with exceptional impactful design
- Revamped workflows and boosted creativity at Wallace Church with innovative methodologies and creative performance reviews
- Championed a dynamic, collaborative culture at Hornall Anderson New York, cultivating an elite, forward-thinking team adept at tackling complex brand challenges with limited resources, achieving a 40-plus% reduction in overhead costs
- Successfully elevated design and unlocked new opportunities for major brands, such as PepsiCo, Olay, Target, Mead Johnson, and General Mills, as evidenced by increased year-over-year client engagement
- Reinvented creative project workflows using cutting-edge tools like Figma and AI to streamline processes, reducing timelines and elevating client presentations
- Expertly navigated storytelling, packaging, print, in-store, and digital platforms for the global rebrand of Enfamil significantly enhancing global brand cohesion and equity

**Achieving entrepreneurial success:** Founder and leader of agencies in New York and Minneapolis, driving growth by aligning creativity and design with business excellence

- Built Bamboo, a standout agency recognized by Graphic Design America as one of the Best and Brightest Design Firms, showcasing inspiring leadership
- Cultivated enduring partnerships with leading domestic and global brands such as Coke, 3M, Best Buy, and Target, demonstrating a strong ability to align client and stakeholder interests with standout creative vision
- Led diverse teams across strategy, design, and copywriting, fostering a creative environment that synchronized goals, boosted collaboration, and elevated project deliverables

## LEADERSHIP AND MANAGEMENT SKILLS

Executive Decision-Making  
Creative and Strategy Department  
Leadership  
Brand Vision and Creative Direction  
Innovation and Strategic Planning  
P&L Ownership and Budget Oversight  
Business Development and Growth  
Client Acquisition and Retention  
Change Development

## CORE COMPETENCIES

Brand Strategy  
Communication Strategy & Naming  
Brand Identity & Design  
Packaging & Portfolio Architecture  
Digital  
Brand Governance

## ADVANCED EDUCATION

**Omnicom University  
(Harvard Business School)**  
Graduate, Advanced Leadership  
2015-2016

## EDUCATION

**Art Center College Of Design**  
Bachelor of Fine Arts,  
Graphic Design and Packaging  
1990-1992

**University Of Michigan**  
Undergraduate Studies  
1987-1989

## EXPERIENCE

### **Courage The Agency, New York, NY**

Co-Owner, Executive Creative Director | April 2020-Current

**Established Courage The Agency with Ron Burrage as a Brand Design Agency & Consultancy, serving visionary C-suite leaders pursuing bold initiatives to achieve substantial rewards**

**Business & Brand Transformations:** Directed strategic repositioning and rebranding for top-tier clients Cynosure, Ozium, and Alliance Bernstein, orchestrating a design and creative overhaul, increasing brand engagement. Pivotal redesign helped Cynosure towards a high-profile merger, also catapulting Ozium into extensive retail market expansions, securing prominent shelf space in Walmart

**Brand Visionary:** Led the design and strategic direction for all client engagements, ensuring a cohesive and impactful integration of strategy, messaging, verbal identity, and design. Spearheaded a multi-disciplinary team in the launch of Reforme, a pioneering high-tech wellness spa in New York. Successfully positioned the unconventional startup as integrating cutting-edge technology with holistic wellness, captivating a discerning clientele

**Strategic and Creative Mastery:** Mastered a broad spectrum of content delivery, excelling in agency marketing, strategy, design, and copywriting, demonstrating unparalleled versatility and expertise

**Business Consulting:** Collaborated with Sanofi Global Healthcare and Pharmaceuticals' Integrated Marketing Center of Creative Excellence's Design Center to strategically plan the future of the internal design department, driving creative excellence, fostering a vibrant culture, and optimizing work tools

### **Run Brand Run, New York, NY**

Founder, Executive Creative Director | June 2017-April 2020

**Launched Run Brand Run to pioneer innovative brand strategies and push creative boundaries, targeting emerging and developing brands**

**Design & Brand Leadership:** With a multi-disciplinary team, successfully launched Miha Artisanal Foods and Seedly Snacks orchestrated the repositioning of Starion Energy and led innovation projects envisioning the expansion of Pepsi's LifeWtr brand and SodaStream into pioneering digital platforms

**Proprietary Practices:** Pioneered vital brand and creative processes that are the cornerstone of my philosophy across brand strategy, communication strategy, and visual identity. Developed a diverse range of tools spanning verbal identity, visual identity, packaging, brand campaigns, naming, activation, digital experiences, innovation workshops, and brand guidelines

### **Hornall Anderson (Omnicom Holding Company), New York, NY**

Executive Creative Director, Managing Director | Aug 2014-Feb 2017

**Spearheaded the launch of Hornall Anderson's New York office, establishing its strategic vision and fostering an entrepreneurial culture**

**Strategic Planning:** Developed strategic initiatives instrumental in driving revenue growth and achieving over 20-plus% profitability in year one, underscoring business acumen and drive



**Client Building:** Fostered strong partnerships with leading global brands, including PepsiCo, General Mills, and Nike, together delivering innovative brand experiences aligned with client objectives, but also added significant value to their brands

**Talent Development:** Recruited, mentored, and managed top-tier New York creative and strategic talent, cultivating a dynamic, high-performing team environment resulting in increased collaboration and a decrease in employee turnover

**Leadership Recognition:** Honored to be selected for Omnicom's exclusive two-year advanced leadership program, a prestigious initiative in collaboration with Harvard Business School. This recognition underscores my exceptional leadership potential and strategic acumen

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## AWARDS AND PUBLICATIONS

American Graphic Design  
Graphic Design America 3  
Best And Brightest Design Firms  
Graphis Design Annual  
How International Annual Design  
I.d. Design Annual  
London International  
Print Graphic Design Annual  
Communication Arts  
Aiga Design Review  
New York Festivals Interactive  
National Addy Awards  
New York Festivals Design  
Graphis Interactive  
Rebrand 100 Awards  
American Design Awards  
Rebrand 100  
Print Regional Design Annual  
Print Design Annual  
Graphis Branding USA  
Rockport Logo Savvy  
Rockport Packaging Makeovers

### Wallace Church, New York, NY

Executive Creative Director | January 2012–Jul 2014

Creative Director | Oct 2011–January 2012

**Hired by the founders of Wallace Church to lead the creative transformation of the esteemed thirty-five-year-old agency. Revitalized creative culture and reengineered agency services by fostering collaboration across departments**

**Cross-functional Management:** Across strategy, design, and verbal established tools and implemented best-in-class creative practices, elevating the agency's creative standards and output

**Revenue Growth:** Introduced innovative strategic methodologies and additional services beyond packaging, helping build additional revenue streams

**Design & Brand Leadership:** Led high-profile global brand identity, packaging, and activation projects for renowned clients, including Pepsi, Revlon, Colorsilk, Hillshire, Enfamil, and Rishi Tea, driving brand recognition and market differentiation

### Lpk, Cincinnati, OH

Global Creative Director | Aug 2009–Sep 2011

**As an established entrepreneur and award-winning Creative Director of fostering team excellence and client success, entrusted by LPK to lead the monumental task of reimagining P&G's iconic Olay skincare brand**

**Global Brand Results:** In partnership with P&G, orchestrated the successful global rebrand of Olay, transcending cultural nuances and aligning the brand identity across seven key markets: Asia Pacific, Europe, Greater China, India, the Middle East, and Africa (IMEA), Latin America and North America

**Global Design Management:** Central to the success of managing twenty-plus creatives spread across the globe was instilling a shared vision and directing a diverse team through strategic alignment and collaborative mastery

Led significant initiatives, including packaging design, brand architecture development, global brand guidelines, and innovative product launches, driving synergy across offices

**Agency Revenue Growth:** In addition to elevated design standards, collaborated with client services to generate over five million dollars in agency billings, resulting in a twenty-plus-percent year-over-year revenue growth, demonstrating an ability to drive business growth through strategic collaboration

### Bamboo, Minneapolis

Founder, Creative Director, Designer | Jul 1999–Aug 2009

**Founded and operated award-winning design agency, Bamboo, Internationally recognized for being One of the Best And Brightest Design Firms in the United States by Graphic Design America**



**Award Winning:** Successfully attracted renowned brands such as Coca-Cola, Target, Kohl's, Best Buy, General Mills, 3M, Copco, Blue Q, D'Amico & Partners, and Schroeder, securing over fifty awards for client projects, demonstrating a steadfast dedication to exceptional design from an early stage

**Team Management:** Led cross-functional teams encompassing designers, sales, and client services to cultivate a collaborative culture and work environment, thereby fostering positivity and productivity

**Design:** In charge of design services such as packaging, brand identity development, structural design, in-store experience, and campaign development

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