

KATHY
SORANNO

NEW YORK, NY • KSORANNO@ICLOUD.COM • 612 986-7303 • LINKEDIN • PORTFOLIO

EXECUTIVE CREATIVE DIRECTOR

Visionary and award-winning creative leader with extensive expertise in brand transformation, strategic design leadership, and engaging storytelling for global and emerging brands. Skilled in aligning creative vision with business goals to build brand equity, guide innovation, and create deeper consumer connection. Proven track record in leading creative rebrands and product launches for industry leaders in beauty, food & beverage, and CPG, while cultivating client partnerships and directing high-performing teams. Instrumental in building creative agencies, executing cohesive design strategies, and managing 360° brand experiences across packaging, brand campaigns, print, digital, video, and activations. Recognized for driving operational excellence and scaling creative output through strategic foresight and collaborative leadership.

CORE COMPETENCIES

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| + Organizational Leadership | + Executive Presentation Skills | + Design-led Innovation |
| + Cross-Functional Collaboration | + Brand Strategy & Architecture | + Visual Identity & Storytelling |
| + Team Management & Mentorship | + Design Systems & Guidelines | + 360° Brand Experience & Packaging Design |
| + Executive Stakeholder Alignment | + Budget & Resource Management | + Campaign Development & Execution |

PROFESSIONAL EXPERIENCE

Courage The Agency | New York, NY Executive Creative Director

April 2020 – December 2024

Co-owned a forward-thinking brand design agency, leading high-profile global work across beauty, technology, wellness and financial services for global clients including Cynosure, AllianceBernstein, and GSK. Oversaw multi-disciplinary teams and drove profitability while aligning budgets with client goals to optimize resources and maintain high-quality work.

- Spearheaded high-profile creative and strategic initiatives for clients in brand identity, executing positioning, creative direction, and cohesive storytelling across packaging, print, advertising, digital, retail, social, and video touchpoints.
- Driving over \$1M in account revenue, directed global rebranding of Cynosure, a leader in medical aesthetics, successfully launching 3 breakthrough product categories, and repositioned company for a major merger in 2024.
- Developed a three-year strategic vision for internal design function in collaboration with client Sanofi Global Healthcare and cross-functional teams to enhance operational efficiency and align design output with business objectives.

Run Brand Run | New York, NY Executive Creative Director

June 2017 – April 2020

Led brand strategy and creative execution, crafting distinct positioning and go-to-market strategies that drove 2 successful product launches and contributed to sustained growth. Cultivated robust partnerships with industry leaders like PepsiCo and Lonza to attain measurable brand impact by aligning creative initiatives with business objectives.

- Founded a boutique brand design agency and drove business growth by securing high-profile brand initiatives—including LifeWtr and SodaStream—and delivering innovative solutions for emerging CPG brands.
- Drove positioning, creative direction, and product launch for Seedly, supporting a 3x increase in retail presence across major platforms including Whole Foods, Wegman's, and Thrive Market, positioning brand as an emerging leader in functional snacks.
- Developed and led a proprietary innovation workshop series for global biotech leader Lonza, fostering customer collaboration and identifying new product and sales opportunities that accelerated pipeline growth.

Hornall Anderson | New York, NY
Managing Director, Executive Creative Director

August 2014 – February 2017

Drove measurable client satisfaction and revenue growth by leading successful launch of New York satellite office for a global branding design agency. Fostered a culture of high performance and creativity, leading a multi-disciplinary team that consistently delivered exceptional results on complex branding challenges.

- Delivered a 20% profit increase within first year by implementing rigorous cost control strategies and enhancing operational efficiencies while exceeding revenue expectations.
- Maximized consumer engagement and market impact for clients like Lane Bryant, General Mills, HP, and Nike through innovative brand identity, activations, and packaging design executions.
- Secured a spot in Omnicom's Senior Management Postgraduate Program with Harvard Business School, recognizing excellence in leadership and strategic presentation skills.

Wallace Church | New York, NY
Executive Creative Director | June 2011 – July 2014
Creative Director | October 2011 – June 2012

October 2011 – July 2014

Delivered innovative brand identity and packaging solutions for high-profile clients like Revlon, Almay, Hillshire, Enfamil, and Rishi Tea to drive brand recognition and distinguish clients in market. Increased productivity, design practices, and efficiency by leading team of 10 across New York and San Francisco and implementing streamlined procedures and methodologies.

- Transformed agency services, culture, and creative standards by collaborating across departments to launch a bold vision while identifying new revenue streams and redefining organizational impact.
- Led global rebranding of Enfamil, refining design and storytelling and establishing unified brand guidelines to strengthen equity across international markets.

Lpk | Cincinnati, OH
Global Creative Director

August 2009 – September 2011

Spearheaded launch of new services in brand architecture, strategy, and innovation at LPK, driving revenue growth and nurturing agency relationships with P&G. Achieved over \$4M in annual revenue and exceeded account billing targets by 17% through successful global rebrand of P&G's Olay brand, aligning its identity across APAC, Europe, Greater China, India, IMEA, LATAM, and North America.

- Led global rebrand spanning 8 franchises and 2,000+ SKUs, shaping Olay's packaging architecture and supporting \$4B+ in worldwide sales across key markets.
- Led a cross-functional team of over 20 creatives across LPK's global offices in Cincinnati, Western Europe, Singapore, and China, fostering collaboration and enhancing efficiency to deliver impactful, high-performing results.
- Created a 50+ page brand guideline to unify new global identity across seven regional markets and enhance brand consistency and equity.

EDUCATION & CREDENTIALS

Senior Management Postgraduate Program | Omnicom University, Harvard Business School, MA
Bachelor of Fine Arts (BFA) - Graphic Design & Packaging | Art Center College of Design, Los Angeles, CA

TECHNICAL PROFICIENCIES

Adobe Suite (CS, Illustrator, Photoshop, After Effects, InDesign), Figma, Keynote, Microsoft Office Suite, and MidJourney