

MIKE FLYNN

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SR. BRAND / DESIGN CONSULTANT

I'm a brand marketing professional with 20+ years of experience leading strategic consulting firms, agency teams and global FMCG brands. With a deep background in brand strategy, design thinking, creative strategy, consumer insights and innovation, I bring a unique balance of analytical and creative skills to my passion – creative problem solving. Collaborative, enthusiastic and energetic, I have a proven record of influencing stakeholders and leading cross-functional/cultural teams to actions that result in business growth.

EXPERTISE

- Global Brand Strategy
- Brand Experience Strategy / Principles
- Customer Journey Mapping
- Design & Communications Strategy
- Consumer Insights / Research
- Business Growth Strategy
- Front-End Innovation
- Creative Strategy
- FMCG Categories
- Brand Storytelling

BRANDS / CLIENTS

Jacobs • L'OR • Espresso House • Douwe Egberts • Dulux • Mastercard • Toblerone • Marabou • Lacta • Porsche • Red Bull • Sprite • Powerade • Clorox • Campina • Heinz • Bahlsen • Bavaria • Corona • Heineken • Coors • Miller • Jim Beam • Canadian Club • Sauza Tequila • Wendy's • Hyatt Hotels • Essity • Euronic

PROFESSIONAL EXPERIENCE

EDGECRAFT STRATEGY AMSTERDAM, NL 2021

Edgecraft is a brand and creative strategy consultancy

Principal / Founder

Independent consultant delivering practical, effective solutions to client's brand growth challenges in the areas of brand strategy / positioning, creative strategy (design, comms / digital) and brand experience.

DESIGN BRIDGE AMSTERDAM, NL 2016-2020

Design Bridge is a global brand design agency

Head of Strategy

Responsible for leading the strategy offer for the Amsterdam office, providing clarity, inspiration and leadership to multi-national clients and design teams across a range of challenges within the disciplines of brand/creative strategy, brand architecture and innovation. Management Leadership Team member helping to set the course for internal culture and people development as well as new business strategy/development.

Selected Achievements:

- Built a strategy group (from 1 to 5) in the Amsterdam studio establishing it as an influential resource in client relationship building and new business development
- Built senior-level client relationships that contributed to multi-year growth, exceeding office revenue and profitability goals
- Elevated the profile of the agency as a speaker at various industry events / conferences

CRAMER-KRASSELT CHICAGO, IL, USA 2015

C-K is the second largest independent, integrated communications agency in the U.S.

Group Planning Director

Led client and internal teams in all aspects of brand strategy development including communications planning, positioning development, consumer understanding, trend analysis and creative briefing for Corona Extra, Heinz and new business initiatives.

Selected Achievements:

- Streamlined the agency's strategic work process, identifying areas for potential incremental revenue growth

- *Awards:* Gold Effie, Porsche 'Everyday Magic' integrated communications campaign

LANDOR CHICAGO IL / SAN FRANCISCO, CA USA 2013-2015

Landor is a global brand design agency

Sr. Director, Brand Strategy

Led the MillerCoors account, establishing a trusted advisory relationship with senior-level brand and innovation clients and acted as strategic lead on all project work including redesign of Coors Light.

Selected Achievements:

- Led a successful relationship turnaround, moving client perceptions of Landor from a "packaging agency" to a "branding partner" and leader of visual identity development across mediums
- Broadened Landor's scope of work to help drive an 8% increase in revenue growth over prior year

EGG STRATEGY CHICAGO, IL, USA 2008-2013

Egg is a boutique brand strategy & innovation consultancy (competitive to Prophet, What If, etc.)

Sr. Director, Brand Strategy & Innovation

Managed multiple teams in the design, execution and strategic analysis of brand strategy, segmentation, communications and innovation projects across a variety of FMCG clients including Beam Suntory, Kraft, Heineken USA and Sprite.

Selected Achievements:

- Solely developed more than \$2 million of new business revenue within 3 years.
- Turned data into insights that helped to fill the innovation pipelines of some of the world's biggest FMCG companies with new-to-the-world brand, product and packaging ideas.
- *Awards:* Ogilvy Award for Research in Advertising, Maker's Mark Whisky

LEO BURNETT CHICAGO, IL, USA 2005-2008

Brand Planning Director

Acted as the voice of the consumer, leveraging insights to inspire an \$80 million corporate responsibility campaign.

BAMBOO CHICAGO, IL, USA 2002-2005

Founder / Managing Partner

As co-founder of an innovation and experiential marketing consultancy, I led brand strategy and innovation projects across a diverse client roster developing over \$1 million of revenue in 2 years.

RED BULL ENERGY DRINK CHICAGO, IL, USA 1999-2002

Director of Field Marketing

Managing the brand's launch in five states, I led annual brand planning, sampling and experiential activation efforts increasing depletions +200% for three consecutive years.

BALLY TOTAL FITNESS REGIONAL MARKETING MANAGER 1998-1999

Bally was (at this time) the largest national health club chain in the U.S.

TICKETMASTER MARKETING MANAGER 1993-1998

TM is one of the leading entertainment ticketing platforms in the U.S.

EDUCATION

B.A. Economics, History

Indiana University • [Bloomington, IN USA]

M.B.A. Marketing

DePaul University, Kellstadt Graduate School of Business • [Chicago, IL USA]

INTERESTS

Attempting to make my teenage daughters laugh • Ice hockey • Live music • Sampling Europe's bakeries