Jeff P. Robinson

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EXECUTIVE SUMMARY:

Senior advertising and brand marketing executive with 15+ years, extensive global experience, strategic focus, and a passion for bringing creative solutions to significant business challenges

- Broad leadership, management and consulting experience in directing award winning and culturally sensitive brand and advertising projects

- Successful track record of delivering innovative, company leading, high profile results while managing complex media agency relationships and tight budget constraints

- Experienced in developing and executing strategic, multi-million $ advertising and promotional campaigns across global markets

- Proven ability to balance high-pressure, short-term tactical requirements with long-term strategic initiatives while building and maintaining strong relationships

- Effective in partnering with sales and product teams to define product positioning and build competitive promotional marketing campaigns and go-to-market strategies

- Demonstrated success at designing and leading targeted strategic brand and positioning workshops across multiple disciplines and companies

- Strong strategic and analytical capabilities, marketing experience, and the business discipline required to translate creative ideas into bottom line results

Specialties: Advertising Creative Development, Advertising Strategy, Agency Management, Brand Consulting, Brand Development, Brand Positioning and Messaging, Brand Strategy, Brand Workshops, Creativity, Cultural Archetypes, Global Advertising, Global Branding, Global Marketing, Media Strategy, Naming and Trademarking, New Product Launch, Product Positioning, Strategic Creative Direction

HIGHLIGHTS:

IT STARTS WITH CREATIVITY…

- Influenced across and upwards as creative director for multiple innovative, company-leading, high profile projects

- Created all elements for the 2003 first-ever Boeing consumer-level promotion. The award-winning “Name Your Plane” promotion that selected the name Dreamliner for the 787 airplane garnered over 190M impressions and nearly 500,000 votes from 169 countries over a 30-day period. The promotion won an Honorable Mention Reggie Award in 2003, and a PRO Award in 2004. Created and named both the newairplane.com website and the World Design Team e-newsletter subscriber list of over 750,000 members.

- Created and placed multi-million $ ad campaigns consisting of over 150 unique global trade, business and lifestyle ads annually in print, digital and OOH

- Created the theme, and led the design and layout of each of the Boeing Commercial Airplanes calendars from 2005 to present, growing the print count from 55,000 to over 90,000 due to the calendars’ increased popularity

…LEADS INTO LEADERSHIP…

- Developed global advertising strategies for all Boeing airplane products and commercial aviation services

- Represented Boeing Commercial Airplanes on the enterprise-wide Global Brand and Ad Council

- Led focused digital advertising, including Google Display Network, Yahoo / Bing, SEM, and LinkedIn campaigns. The first-for-Boeing targeted LinkedIn digital ad campaign, supporting a strategic 787 sales campaign, generated an unprecedented 99.2% InMail open rate and a 31% CTR.

- Led focused and advanced brand marketing and advertising initiatives that contributed to record airplane sales and a multi-billion $ and multi-year backlog.

- Directed the creation of and first-ever initial installation of unified graphics across all six Everett Factory doors in 2005, and directed the internal design team in the second-generation design and employee voting of new updated graphics in 2014. The graphics cover 106,400 sq. ft. and were awarded a Guinness Book World Record in 2005 for the world’s largest digital graphic—a category they created for this unprecedented achievement.

…MOVES INTO MANAGEMENT…

- Managed an advertising team and a multi-million $ ad budget. Set global strategies and executed global ad campaigns in support of sales campaigns and airplane programs. Worked cross-functionally with brand managers, product marketing and sales to define strategic requirements for ads and ad campaigns.

- Managed multiple agency teams of creative and media experts

- Managed ad creative and media plans to meet client schedule requirements ranging from single-day to multi-week flow

- Managed a graphic design team responsible for the design and delivery of all internal and customer-facing event branding, event registration web sites, video editing, the annual Boeing Commercial Airplanes calendar, executive brochures customized to our airline customers, and promotional and marketing collateral. Continually challenged the creative team to go beyond the ordinary with every design job for every client.

- Boosted graphic design team productivity from 400 design jobs a year to over 600, while increasing individual and team morale and creativity

…AND CARRIES INTO CONSULTING…

- Provided internal and external brand consulting services

- Uncovered the cultural archetypes of Safety & Security, Luxury, Brazil, China and India in studies with Dr. Clotaire Rapaille of Archetypes Discoveries Worldwide to better understand deep-seated cultural differences. Brought the findings to life with multiple Boeing organizations, guiding approach, imagery, product design and business strategies related to the study subjects.

- Created and conducted culturally-relevant Brand Workshops for Hainan Airlines, Air China, Shandong Airlines, Hitachi, Boeing Research & Technology, Boeing Aviation Infrastructure, Boeing Technology Services, Aviation Safety, and Environment, Health and Safety

- Directed the development of the proposed Safety Promotion Center story and requirements for the static and interactive exhibits and overall visitor experience

- Led benchmarking efforts on top global brands, working with The Disney Institute, Nike – Jordan brand, Starbucks, Google, LinkedIn, Hitachi, Zagat, Pininfarina Extra, Giugaro / Ital Design, and Archetype Discoveries Worldwide

- Delivered brand strategy keynote presentations / lectures to internal and external audiences:  
Frequent featured speaker at courses at the Boeing Leadership Center   
Brought brand awareness and understanding to over 20,000 employees at all-hands, workshops, and organization-wide meetings from the factory floor to top leadership  
Regular guest speaker for Futures In Development, a Boeing IT development program   
Conducted numerous airline and industry briefings at the Boeing Customer Experience Center  
Annual guest speaker at the all-intern training and orientation session   
Frequent guest speaker at multiple HR new-hire orientation sessions  
Guest Lecturer on emerging marketing techniques at Seattle University MBA program  
Regular Guest Lecturer on brand and international marketing at Washington State University senior-level   
 Marketing classes and Washington State University MBA program  
Speaker at the 2007 FUSE Conference, New York, and 2006 THE Conference On Marketing, Las Vegas  
Brand workshop and presentation at a Hitachi brand marketing offsite  
Guest speaker on designing for brand experience at a Condé Nast Traveler magazine gathering of over 300 travel specialists

THE FINE PRINT…

Inherent in all creative, leadership, management and consulting roles are basic, fundamental requirements. Challenge and inspire the creative team to go beyond to achieve business results. Conduct and ensure the completion of performance reviews. Ensure designers adhere to corporate ad and brand identity guidelines and legal and operational compliance requirements. Provide coaching, direction and leadership support to team members in order to achieve organization, business and customer goals and objectives. Manage relationships with internal and external groups to develop overall strategies and processes for completing work. Manage annual budgets. Drive both strategic and tactical plans and execution of brand promotions. Present advertising and marketing strategies, execution details, budget status, and performance results to leadership and other departments.

AWARDS/RECOGNITION/COMMUNITY INVOLVEMENT:   
Honorable Mention, 2003 Reggie Award, Name Your Plane, Global/International Promotion  
PRO Award, 2004, Name Your Plane, Best use of Interactive  
Guinness World Record, 2006, World’s Largest Digital Graphic (Everett Factory Doors)  
Functional Excellence Award, 777X airplane launch, 2014, Boeing Communications   
Former Chair, Washington State University (WSU) College of Business Marketing Department Advisory Board  
Former Member, Executive Committee, WSU College of Business National Board of Advisors  
Guest Judge, WSU Annual Business Plan Competition  
Judge, Washington State DECA Area, District, State Conference competitions

PROFESSIONAL EXPERIENCE:

2010 – present The Boeing Company, Seattle, Washington   
Director, Advertising Brand and Design, Boeing Commercial Airplanes

2008 – 2010 The Boeing Company, Seattle, Washington   
Director Brand Marketing—737 Brand Manager, Boeing Commercial Airplanes

2001 – 2008 The Boeing Company, Seattle, Washington   
Director Brand Marketing—BCA Brand Manager, Boeing Commercial Airplanes

1999 – 2001 Itronix Corporation, Spokane, Washington  
Director, Global Aerospace Sales

1984 – 1999 The Boeing Company, Seattle, Washington  
Regional Manager – Sales & Business Development, 1998-1999 Boeing Commercial Aviation Services   
Technical Marketing Manager, 1997-1998 Aviation Information Services   
Customer Service Manager, 1995-1997 Boeing Commercial Airplanes, new airplane customer services  
Individual Contributor, 1994-1995 Boeing Commercial Airplanes, 777 airplane development program  
Lead Avionics Engineer, 1989-1994 Boeing Commercial Airplanes, 737 and 757 airplane programs  
Digital Design Engineer, 1984-1989 Boeing Electronics

1983 – 1984 Texas Instruments, Dallas, Texas  
Digital Design Engineer, Radar Systems Division, terrain-following computer for the F-111 airplane

EDUCATION:   
Bachelor of Science, Electrical Engineering, Washington State University  
Engineering and Management, Anderson School of Business Executive Education, UCLA  
Marketing Management, Columbia University Executive Education  
Kellogg on Branding, Kellogg Executive Education

Proficient with Photoshop, Dreamweaver, Microsoft Office Suite, Mac and PC