TIMM BLOEM

CREATIVE STRATEGY

With fifteen-plus years of leadership experience, I have a proven track record leading blue chip brands with creative strategy + direction — delivering insight-driven perspective + premium production.

As a strategist, I require very little to contribute meaningfully. I get smart quickly — distilling the noise of complex brand + creative opportunities to provide strategic firepower to agency + brand-side teams alike.

tb@timmbloem.com

616.460.9365

EXPERIENCE

tb / | Chicago, IL
Creative Strategy Consultant / Feb '21 -

+ Tap-in creative, strategic firepower
+ Completed 12-mo Head of Creative residency
+ Led 85+ pitches / productions in first 18 mo
+ Current consulting focus : web3 strategy

dentsu | CHI / NYC
Group Strategy Dir., Global / Dec '18 - Feb '21
Senior Account Dir., Nike / Dec '17 - Nov '18

+ Led MKTG global B2C client strategy
+ Led MKTG Lifestyle Group strategy (Nike,, etc.)
+ Led strategy to win countless $1M+ blue chips
+ Co-creator of MKTG Strategy Discipline
+ Reported directly to MKTG CCO, dentsu US CSO

ColorJar, Inc | Chicago, IL
SVP, Head of Accounts / Nov '16 - Dec '17
VP, Biz Dev & Marketing / Nov '14 - Nov '16

+ Led strategy, oversaw client success
+ Oversaw all sales + agency marketing
+ Closed $3M+ new biz in first 22-months
+ Spearheaded dev agency to consultancy pivot
+ Reported directly to CEO

Punchkick, Inc | Chicago, IL
Sr. Mobile Advisor / Dec '13 - Nov '14

+ Managed team of prospecting analysts
+ Identified native app opps for Fortune c-suites
+ Closed Fortune #144 Manpower Group
+ Led advisory at Fortune only CMO-exchanges
+ Reported directly to CEO, CTO

tbx | Grand Rapids, MI
Partner, Head of Strategy / Jul '10 - Nov '13

+ Designed, led brand strategy discipline
+ Created MRR model, managed 20+ clients
+ Grew team 525% from 2010 - 10/2013
+ Grew revenue 650% from 2010 - 12/2013
+ Sold ownership, successfully exited 10/2013

FreedomNet | Grand Rapids, MI
Dir. of Sales & Marketing / Jul '06 - Jul '10

+ Led business strategy - all sales + marketing
+ Grew Cx base 750% in 45 months in role
+ Achieved 45 straight months of positive Cx growth
+ Reduced WISP tower rent costs by 1,000%
+ Reduced installation overhead by 50% via network

Steelcase, Inc. | Grand Rapids, MI
Intern, Systems / Jun '04 - Sep '04
Competitive Intern, Seating / Mar '03 - Jun '04

+ Analyzed, designed, presented competitive dossiers
+ Represented Steelcase at 2004 NeoCon World Expo

EDUCATION

Calvin University | Grand Rapids, MI
B.S., Business (Marketing) / 2002 - 2006

BRANDS SERVED

tb /

distilling the noise of
brand + experience opportunities —
delivering clarity + direction

+ + +

CPG