



KATHY
SORANNO

EXECUTIVE CREATIVE DIRECTOR

TO LEARN MORE

CONTACT email ksoranno@me.com
phone 612.986.7303

PORTFOLIO personal kathysoranno.com
business couragetheagency.com

SOCIAL  [beautiful_outcomes](#)
 [kathy-soranno-ecd/](#)

KATHY SORANNO

EXECUTIVE
CREATIVE DIRECTOR

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



PROFILE

As a leader, I excel in fostering collaboration and forging strong partnerships. With unwavering dedication, I relentlessly pursue beautiful outcomes through my work. Central to this pursuit is the mastery of exquisite design, serving as a fundamental pathway to driving exceptional business results.

I am eager to leverage my experience and innovative work style into new ventures, ready to positively influence the world around us.

CREATIVE MANTRA

! Explore Daringly
+ Innovate Smartly
> Achieve Beautifully

PROFESSIONAL SUMMARY

Transformative growth: Led high-impact initiatives across notable branding and design agencies, significantly advancing business outcomes

- Spearheaded the launch of Hornall Anderson's New York office as Executive Creative Director and Managing Director, achieving 23% profitability in its first year
- Directed the global creative rebrand of P&G's \$4-billion Olay brand, increasing LPK's billings by over 20% and fostering synergies across agency global offices
- Orchestrated the 2021 rebranding of Cynosure with my agency, positioning it as a leader in medical aesthetics to consumers, catalyzing a pivotal 2024 global merger
- Enhanced Wallace Church's positioning in New York, broadening service offerings, elevating creative standards, and boosting national reputation

Innovative excellence: Over 15 years of creative leadership, consistently championed innovative, award-winning work to achieve outstanding outcomes, securing more than 50 prestigious awards

- Elevating design for major brands such as PepsiCo, Olay, Target, Nike, and Revlon, demonstrating strong persuasive skills and the ability to align client and stakeholder interests with strategic creative visions
- Implemented new methodologies to improve multidisciplinary team collaboration and promote an environment of daring exploration
- Created an unmatched portfolio over 25 plus years, merging strategic thinking and creative excellence with the ability to deliver on overarching business objectives
- Pioneered the use of AI, Figma, and new technology to push creative boundaries and optimize project workflow
- Offered comprehensive 360-degree brand strategies across physical, experiential, and digital platforms that unlocked new opportunities built substantial brand equity, and supported sustainable growth

Entrepreneurial Leadership: Founded two boutique agencies in prominent markets in New York and Minneapolis, blending innovative creativity with solid business acumen

- Cultivated enduring partnerships with leading brands such as Coke, General Mills, Target, Best Buy, and 3M, demonstrating sustained creative and strategic excellence
- Recognized by Graphic Design America as one of the Best and Brightest Design Firms, reflecting inspiring leadership and collaborative team success
- Led dynamic, cross-functional teams, creating a synergistic work environment that significantly boosted productivity, enhanced project outcomes, and maximized client satisfaction

CONTACT email ksoranno@me.com
phone 612.986.7303

PORTFOLIO personal kathysoranno.com
business couragetheagency.com

SOCIAL beautiful_outcomes
 kathy-soranno-ecd/

LEADERSHIP SKILLS

Agency Management

Creative Brand Leadership

Financial Management
and Budgeting

Client Relationship Management

Strategic Planning and
Business Development

Strategic Branding, Design and
Creative Expertise

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

SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe InDesign

Adobe XD

Figma

Keynote

Microsoft Office

EXPERIENCE

Courage The Agency, New York, NY

Partner, Executive Creative Director | April 2020-Current

Established Courage The Agency, alongside Ron Burrage, as a Brand Design Agency & Consultancy, catering to forward-thinking C-suite leaders ready to embark on courageous endeavors, aiming for substantial rewards

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

Brand Visionary: 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: Commanding a broad spectrum of disciplines, passionately designs spanning graphic, packaging, motion, and web domains while also contributing to copywriting efforts and spearheading strategic executions for client projects

Business Consulting: Partnering with Sanofi Global Healthcare and Pharmaceuticals led Integrated Marketing Center of Creative Excellence's Design Center to plan for the future role of the department driving creative excellence, culture, and work processes

Run Brand Run, New York, NY

Founder, Executive Creative Director | June 2017-April 2020

Launched Run Brand Run with a mission to explore innovative brand practices, inspire creativity, and push the boundaries of beautiful outcomes

Design & Brand Leadership: With a multi-disciplinary team successfully launched Miha Artisanal Foods and Seedly Snacks, orchestrated the repositioning of Starion Energy and led innovative 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. A diverse range of expertise 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

CONTACT email ksoranno@me.com
phone 612.986.7303

PORTFOLIO personal kathysoranno.com
business couragetheagency.com

SOCIAL  beautiful_outcomes
 kathy-soranno-ecd/

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

CONTACT email ksoranno@me.com
phone 612.986.7303

PORTFOLIO personal kathysoranno.com
business couragetheagency.com

SOCIAL  [beautiful_outcomes](#)
 [kathy-soranno-ecd/](#)