

Brian Prentice	9618 Upton Road Bloomington, MN 55431	612 702 6909 brianprentice@comcast.net	prenticebrand.com	1
Introduction	<p>With over 20 years of experience in brand development, advertising, corporate communications, and retail marketing, I bring multiple dimensions to creative problem solving. My passion is getting crystal clear about project objectives and translating those into strategies and compelling ideas that inspire action.</p> <p>I'm a collaborator and quickly build trust and forge effective teams – across departments, disciplines and across geographic distance. I empower the people I work with to be their very best and love to see the team challenged and unleashed to do out-of-the-box work with measurable results.</p>			
Experience	Jan 21/Feb 25	<p>BI Worldwide, Minneapolis MN Director of Digital Learning</p> <p>Operations director for a 20-member team producing on-line digital learning courses. The team of instructional designers, art directors, developers and project managers drives behavior change and business results in the categories of product launch, sales training, technical training, and employee engagement. Clients include Bayer, Coca Cola, GAP, Lancome, IBM, Medtronic, Optum, PUMA, Roche Diagnostics, and UnitedHealth Group.</p> <ul style="list-style-type: none"> - Reshaped team and leadership structure, - initiated process improvements including an updated pricing model, WCAG compliance, and subscriber training for our proprietary Chameleon framework. 		
	Mar 09/Aug 20	<p>Padilla, Minneapolis MN VP Creative Director</p> <p>Directed a team of art directors, designers and writers with an array of integrated brand strategies and tactics for clients such as Barnes & Noble College, BASF, Children's Hospital of Richmond, Direct Source, Farmward Coop, Glastron Boats, Hennepin Healthcare, Polaris, M Health Fairview, nVent, Produce for Better Health, Sound Agriculture, TruShrimp, Tyco Retail Solutions, UnitedHealth Group, Whitebox Mutual Funds and others.</p> <p>Specialties: Brand design & strategy, interactive design, digital marketing, video, investor communications including annual reports and social responsibility reporting, corporate and internal communications, trade shows, signage and branded environments.</p> <ul style="list-style-type: none"> - Established and grew long-term relationships with clients and agency partners - Proven ability to establish strategic direction, mentor teams, and present and sell solutions that are on-target and on budget - Leadership of the Padilla agency Kudos recognition program 		
	Mar 08/Feb 09	<p>WhiteBoard Product Solutions, Eden Prairie MN Creative Director</p> <p>Led the visual communications and packaging group in this product design and development firm. Projects included brand design, product naming, point of sale display and packaging and websites. Clients included those in the electronics, medical device, sporting goods, and toy industries.</p> <ul style="list-style-type: none"> - Charged with rebuilding department after agency reorganization and staff turnover - Established trust and partnerships across agency departments - Expanded brand, and digital marketing opportunities with new and existing clients 		
	Aug 03/Feb 08	<p>The Nancekivell Group, Minneapolis MN Creative Director</p> <p>Creative and account lead for a diverse group of clients and industries. Projects included brand identity, marketing communications, print and on-line annual reports and website design. Clients: Possis Medical (Bayer), Tennant Company, Delta Dental, BestBuy, University of MN/Carlson School, ATK, Hutchinson Technology, Veit Companies.</p> <ul style="list-style-type: none"> - Built effective relationships with new clients and organic growth with existing clients - Strong communication skills including strategy documents and presentations 		

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Education	Art Center College of Design, Pasadena CA Graphic Design & Packaging, Illustration Jamestown College, Jamestown ND B.A. Studio Art / Business Minor			
Skills	Adobe Creative Suite: inDesign, Illustrator & Photoshop Microsoft Tools Concept sketching & model making			
Interests/Volunteering	Artistry Theater & Visual Arts – board of directors and past board president Arrive Ministries – support and resettlement for displaced refugees Set design and prop building for high school show choir and holiday concerts Piano, hiking, snow and water skiing			
Personal	linkedin.com/in/brian-prentice-a574338 facebook.com/brian.prentice.31 Meyers Briggs: INTP StrengthsFinders: Maximizer, Intellection, Relator, Adaptability, Individualization DiSC Profile: SC			
Work Portfolio	prenticebrand.com			