

Jan Zlotnick

Executive Brand/Creative Director

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Executive Summary

- 15+ years branding and marketing, customer experience, digital/social-media
- Category strengths in tech, financial, healthcare, social
- Creative director, writer, brand/marketing strategist

Background

Honors, English+Semiotics, BA, Brown University

Attended Medill at Northwestern University

Attended School of Visual Arts, New York

Inducted into Brown Athletic Hall of Fame

May 2017 - Present

Grapeshot, Executive Brand/Creative Director, New York

Leading global teams to build brand and create value in customer experiences across every medium and touchpoint. Grapeshot helps brands to stop flying blind and suffering customer+revenue loss when their ads are placed blindly alongside bad, inappropriate, off-brand content. Grapeshot gives you instant, live insight so you only purchase in context w/out conflict — An extraordinary advantage in ad-buying for brand safety and customer experience.

Feb 2013 – Feb 2017

Sprinklr, Global Brand/Creative Director, New York

Branded company from startup; core values, culture, logo/corplD, mktg strategy

Helped increase valuation from \$120m to current \$1.8b+

Created “Turn it on” campaign, global brand-customer experience makeover

Created and Directed CXM Dept (Customer Experience Management)

Created “Do you know me?” campaign (Big Book, Andrew/Tina, videos, et al)

February 2010 – June 2012

Global Brand/Creative Director, GlobeOp Financial Services, New York

Rebranded, raised company profile, helped grow revenue 41% to \$221 million, AuA

71% to \$187b, stock value 142%, leading to \$1b acquisition by SS+C

Created “Be Confident” campaign

Directed departments in US and UK, with 10 corporate offices on three continents

Developed brand strategy and positioning, communications and media planning,

creative direction and production quality oversight

1985 – 2010

TZG, New York; Toolbox, New York; Saatchi & Saatchi/Rumrill Hoyt, New York; others

Directed groups on marketing/branding strategy, public relations, creative, and media.

Brands included: GlobeOp Financial Services, BMW Motorcycle, Business Week, Ilford,

Timberline, New York Presbyterian, Consumer Reports, Women’s Integrated Network,

TNT Network, Alenia Aeronautica, Guess Leather, Hackensack University Medical

Center, Sweet 'n Low, Sheraton International.