

KEVIN GOMES

(416) 400-8854 | kfgomes@gmail.com | [LinkedIn.com/in/kgomes](https://www.linkedin.com/in/kgomes)

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VIRTUE Worldwide
78 Mowat Ave
Toronto, ON M6K 3M1
Canada

As a seasoned Brand Strategist and Storyteller, I offer a unique and robust skillset developed over my 18-year career in design, sales, and brand strategy management. With brand and agency experience, I've led global teams to conceptualize and deliver award-winning activations for top-tier multinational brands, including Adidas, Lamborghini, Bentley, Logitech, and many others.

Collectively, these experiences have enabled me to bridge the gaps between cross-functional teams and excel in roles that are client-facing, business-developing, and team-leading.

Transparency and authenticity are fundamentally at my core. While my resume highlights a collection of my career experiences and skills, my successes are the direct result of my passion for working with people.

I hope these brief details, along with my resume, serve to inspire a conversation. And I welcome the opportunity to speak with you directly about how my unique and diverse skill set can help take VIRTUE to the next level.

Many thanks!

Kevin Gomes

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CAREER PROFILE

Brand Strategist and Storyteller with 18 years of brand and agency experience leading high performing global teams to conceptualize and execute innovative brand strategies that promote global brand alignment and engagement. Expert presenter and public speaker with a passion for learning, sharing knowledge, and developing leaders.

CORE COMPETENCIES

- Global Brand & Retail Strategy
- Creative Process Leadership
- C-Level Presentations
- Growth Strategy
- Business Development
- Product Launch Strategy
- Market Trends & Analysis
- Budget Management
- Mentoring & Team Leadership
- Account Management
- Relationship Management
- Consumer Journey

CAREER HIGHLIGHTS

- Awarded *Global Agency of Record* by Logitech to lead product launch strategies in global retail markets.
- Collaborated with Adidas to lead the global launch of their *Originals* and *Performance* headphone lines.
- Developed growth strategies that effectively penetrated new markets, maximized category growth opportunities, and increased sales to the most successful year in the agency's 130-year history.

PROFESSIONAL EXPERIENCE

RETAILISM Toronto, ON (Aug 2017 - Present)
Consultancy specializing in retail and brand marketing strategies.

Founder

Started this company with a focus on select client relationships to define retail activation strategies for product launches while overseeing execution from creative brief through delivery.

GORRIE MARKETING Mississauga, ON (May 2016 - Aug 2017)
International retail marketing agency.

Sr. Director, Accounts & Retail Strategy

Hired by the CEO as the main point of contact, to secure new accounts, build and coach the accounts team, and manage the customer sales cycle of an account portfolio valued at \$20M+. Led client projects from inception to execution in global markets while driving overall brand strategy.

- Act as the face of the agency for all key accounts, at trade shows and other industry events.
- Worked with clients, partners, and agency teams through the execution of multiple Logitech product launches in global retail markets.
- Prepared and presented formal RFP responses and presentation decks for major client pitches.
- Co-ordinated weekly team meetings, gathering forecasts and performance results into measurable reports for CEO and GM on a timely basis.
- Collaborated with outside partners to develop custom technologies and content that delivered industry-leading in-store experiences.
- Analyzed and interpreted market trends and research, harnessing data to validate and develop global sales and brand strategies.
- Built and led a team of direct reports, including project managers, and account managers while overseeing contributions from clients, engineers, developers, social, and creative teams.

INDEPENDENT CONSULTANT Toronto ON (May 2014 - May 2016)
Contracted by Adidas in a consultative role to provide key insights on customer-facing retail strategies.

MONSTER CABLE PRODUCTS San Francisco CA (Jan 2013 - May 2014)
Multinational consumer electronics brand and creator of *Beats by Dre*.

Manager Global Retail Marketing & POP

Held pivotal role in managing the global retail sales and brand strategy for all product verticals, overseeing the effective utilization of \$15M global budget to create retail strategies, retail environments, and sell-in opportunities used to drive product sales and create best-in-class consumer retail experiences.

- Achieved executive leadership goals of global brand consistency, alignment, and budget reduction.
- Implemented new strategies for top account Best Buy, leading to increased sales, engagement, and an increased footprint commitment from the account.
- Spearheaded 20+ global product launches, defining the global and regional brand strategies for each.
- Implemented processes that reduced global retail activation spend by 40% while increasing our global retail footprint and speed to market.
- Collaborated with Lamborghini on the global unveiling of the Veneno Roadster at CES.
- Drove the content strategy and creation of omni-channel digital assets that provided immersive customer experiences and increased consumer engagement.
- Managed and implemented trade show strategy for CES and presented retail activation strategies on all dealer meetings.
- Delivered company-wide presentations to several hundred employees, including C-Level Executives and celebrity brand ambassadors on campaign roadmaps and global strategic direction per product vertical.
- Leveraged studies, research, and various analysis to create global standards and marketing toolkits for global retail activations.

EARLIER NOTEWORTHY EXPERIENCE

ARTISAN COMPLETE Toronto ON (Oct 2007 - Sept 2012)
Account Executive
Hired by this retail display company to acquire new and manage existing strategic accounts for the development of retail and print activations.

PROTAGON DISPLAY Toronto ON (July 2005 - Oct 2007)
Account Manager
Retained by this retail activation company to oversee the design and execution of retail displays for key accounts.

ARRAY MARKETING Toronto ON (May 2000 - Mar 2005)
Industrial Designer
Joined this retail display agency to lead the design of award-winning luxury retail spaces using state-of-the-art materials and processes while providing comprehensive CAD drawings for production.

EDUCATION

UNIVERSITY OF TORONTO | Digital Marketing Management (In Progress)

HUMBER COLLEGE | Industrial Design (1997 - 2000)