

# ROB PHILLIPS

Global Brand Director | Strategic Leader

## PROFILE

As a seasoned Global Brand Director, I excel in steering brands towards unparalleled excellence on a global scale. With a focus on maintaining consistent brand identities, expanding market presence, refining brand structures for clarity and impact, fostering innovation and sustainability, and seamlessly integrating acquired brands, I ensure the relevance, visibility, and resonance of brands worldwide.

## EXPERIENCE

Global Brand Director, WEX — March 2022-Present

- Pioneered WEX's inaugural global product naming brand architecture and governance, ensuring brand consistency.
- Utilized comprehensive SEO research to drive new product naming strategies.
- Orchestrated the seamless brand and platform integration of two acquired companies and seven individual brands.

Creative Director of Global Brand, WEX — June 2019-March 2022

- Established the creative direction and vision in alignment with overarching business objectives.
- Collaborated cross-functionally to embed brand standards seamlessly into the customer experience.
- Demonstrated strategic leadership through test-and-learn initiatives with multidisciplinary digital teams.
- Led dynamic design teams in executing innovative concepts and strategies.

Creative Director — October 2013-June 2019

- Led cross-functional teams in developing and implementing visual brand standards, enhancing brand recognition and equity.
- Engineered a multi-phased workflow process, optimizing efficiency and productivity across project lifecycles.
- Crafted event branding that elevated brand experiences above competitors.

## SKILLS

- Global Brand Strategy
- Market Research and Analysis
- Stakeholder Relationship Management
- Merger and Acquisition Brand Integration
- Multi-channel Experience
- Graphic Design
- Data Analysis
- Cross-functional Leadership
- Budget Management