

Jennifer Bacon

Brand Design Leader, Brand Strategist, Innovator

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Summary

Jennifer unique visionary leadership enables the brands to push design beyond the expected by to driving brand penetration and awareness in stale categories while improving market share, consumer brand loyalty and exceeding annual objectives.

Experience

10/12 – Present

Co-Founder, Brand Development & Innovation, FlapJacked, Westminster, CO

Visionary taking an idea to market, turning \$10MM in sales within six years. Develop and execute new innovation, design, marketing vision and strategies to enable aggressive brand growth and profitability. Lead execution and implementation of all research & development from concept to commercialization; brand positioning; and overarching brand architecture to build FlapJacked into a multi-channel brand on a National level within the US and abroad. Analyze consumer behavior and adjusts strategy and tactics to increase effectiveness. Constant eye on consumer and market feedback to identify opportunities for increased sales. Liaison for new business and brokers. Current focus: ideation, product development, product consumer testing, brand development, R&D innovation pipeline, building out launch plans, sales tactics, and backup materials to continually grow and evolve as store count increases.

04/08 – 01/13

Global Brand Design Director, Kimberly-Clark Corporation, Neenah, WI

Building, driving and sustaining consumer-centric Design Strategies and Brand Design Plans for Global Consumer Products. Connecting consumers and products for a meaningful brand experience by leveraging design as a business tool driven from CEO level. Not only adding purpose to design and designing for a purpose but elevating design to drive business results. Jennifer's rich involvement within KC and the industry has allowed KC to pull design as a lever that builds holistic and meaningful experiences with consumers and gains the respect of her peers in the marketplace. Representing KC as a speaker at FUSE, *Packaging That Sells* and *Front End of Innovation*, her dedication to innovation within KC has been reflected by being named an inventor on a handful of patents for her brands.

Brand Assignment: Kotex, U by Kotex, Poise, and Depend Brands

07/04 – 02/07

Senior Design Director, LPK Inc., Cincinnati, OH

Responsible for ownership of Pampers Baby Wipes and Kandoo, two global design franchises within a category-leading mega-brand. Proven track record working with multinational CPG clients and building a 6 billion dollar brand across an array of child-care categories. Extensive experience handling multi-dimensional aspects of brand building, including strategy, design and innovation with a comprehensive caseload of managing a complex packaging system. Partner with internal client service teams to determine the most effective presentation method and offer design consultancy and rationale to senior-level client contacts. Possess an intimate understanding of business building power of design. All creative is approached in an entrepreneurial method, building the overall business while having the organizational discipline to scale with a growing office. Effectively integrated weekly with extended offices in Frankfurt and Geneva. Also acted as the strategic packaging "bridge" for all franchise units under Pampers; attending strategic client meetings, client idea labs and consumer research on a regular basis to form brand strategy design plans.

Brand list: Pampers Baby Wipes, Kandoo, Pringles, Bounty and Pantene

04/99 – 07/04

Creative Director/Owner, Definery Inc., Chicago, IL / Austin, TX

Responsible for producing successful communication solutions that cater to brand identity, brand management and the promotional needs of products and services. Expert in designing and implementing meaningful brand experiences and building robust online and offline brand solutions. Acted as the creative arm for a start-up incubator to assist funded and growing companies. Creative lead to oversee design and production teams while collaborating with wide-area development.

Partial client list: PR21, Frankel Worldwide, General Motors, USPS and Bagby & Company

10/97 – 04/99

Sole Proprietor, Graft Design, Chicago, IL

Developed communications that recognize the Internet as a medium for building new business while expanding existing brands. Expert in the transfusion of print, packaging, and new media. Led wide-area design and production teams from concept through deliverables.

Partial client list: Ameritech, Firstlogic, University of Chicago and Tenneco Packaging

7/96 – 10/97

Senior Designer, Tenneco Packaging Design Center, Westmont, IL

Responsible for all packaging, point of sale and display graphics from initial concept through final art, production, and manufacturing. Lead presentations for new business acquisition.

Partial client list: Keebler, Nabisco, Office Max, Rubbermaid, Kensington and Rand McNally

12/93 – 7/96

Corporate Visual Designer, R.G. Barry Corporation, Pickerington, OH

Responsible for the development of all packaging, displays, and promotional items from initial concept through manufacturing. Managed yearly \$1MM design and \$7MM marketing budget.

Product list: Dearfoams, EZ feet, Snug Treads, Jordache, Microcore

Education

BFA in Advertising Design, Columbus College of Art and Design, 12/1993

Double Major: Communications in Advertising, Photography.

Additional Honors and Awards

2015 - Brand Leader and Rising Stars, 2015 by Package Design Magazine

2014 - Samuel Adams Brewing the American Dream Regional Finalist.

2014 - Martha Stewart American Made Finalist.

2014 - Girl on Purpose Podcast. Entrepreneurs Share Their Stories, by Vivian Tenorio

2012 - Featured in Designing Brand Identity, 4th edition, by Alina Wheeler

2012 - Featured in Why Relationships Rule in the Digital Marketplace, by Ed Keller & Brad Fey

2012 - Speaker, Front End of Innovation (FEI)

2011 - Named 2011 Brand Innovator featured in Brand Packaging

2011 - U by Kotex won 3 Effies: 2 Silver, 1 Bronze

2011 - Speaker, FUSE

2010 - U by Kotex won Product of the Year

2010 - Platinum Pentaward, U by Kotex