

Ken Quinn

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BRAND ARCHITECT | BUILDER OF BRANDS PEOPLE NOTICE, BELIEVE, AND BUY INTO

- Brand Development & Management
- Creative Brand Storytelling
- Adaptive AI-Enabled Strategy
- Data Analytics & Customer Insights
- Integrated Marketing Campaigns
- Product Positioning & Messaging

EXPERIENCE & IMPACT

Pacific Northwest National Laboratory (PNNL)

2024 - Present

Brand Strategy Team Lead

Driving brand strategy across the research institution by translating complex science and technologies—including Energy Grid Resilience, Cybersecurity, Quantum Computing, AI Assurance, and Predictive Phenomics—into clear, compelling messaging frameworks and brand narratives.

- Shaping the Lab's brand narrative and lab-level messaging postures grounded in cultural, customer, competitive, and organizational insight
- Designing a unified messaging framework that aligns a 176-person communications team and 6,000 employees through direct collaboration with directorate SMEs and Lab leadership
- Repositioning the Lab Agenda as an annual storytelling platform that elevates the institution's voice and relevance

Recreational Equipment, Inc. (REI)

2017 - 2023

Senior Brand Strategist, Marketing Communications - REI Co-op

Led brand strategy for REI's national marketing campaigns, shaping the brand's point of view and narrative across seasonal, social impact, and new business launches, contributing to record-setting brand awareness and affinity scores.

- Built go-to-market and "Opt Outside" campaign postures that consistently exceeded growth goals and streamlined marketing approval processes, saving hundreds of hours annually
- Defined the brand voice and strategic POV across all nine activity categories, transforming REI's customer messaging, lifecycle outreach, and merchandise assortment strategies
- Created strategic positions and creative briefs for Rentals and Used Gear platform launches, resulting in 1M+ used items sold in the first year and surpassing non-member conversion targets
- Developed REI's annual brand narratives, supporting Forbes 2023 #1 ranking as "Best American Brand for Social Impact"

50,000 Feet, Inc.

2014 - 2016

Director of Brand Strategy

Directed the implementation of the firm's strategic philosophy across heritage and growth accounts, while leading narrative development, brand architecture, and positioning for clients, including multiple Fortune 500 brands.

- Led development of FedEx's brand architecture for a reverse logistics acquisition, delivering co-branding workshops and brand solutions that earned C-suite endorsement and account growth
- Guided messaging and repositioning strategies for Haier, Sony Sound and MasterCard's mobile payments platform to sharpen market differentiation, support market entry, and accelerate product adoption
- Strengthened client partnerships and increased firm revenue, contributing to Inc. Magazine's 2015 list of the 'Fastest Growing Private Companies' in the United States

Possible Worldwide

2012 - 2014

Associate Director of Strategy

Served as lead brand strategist for Fortune 50 accounts at WPP's global digital agency, guiding cross-platform brand and campaign strategy for Samsung, Coca-Cola, AT&T, Amazon, Microsoft, and others.

- Grew the AT&T account into the agency's largest, most profitable account (\$10M+), earning top client satisfaction scores and funding 12 new team hires
- Directed creative strategy and briefing for Samsung's premium monitor line, resulting in YouTube and Addy awards
- Managed and mentored a five-person strategy team that consistently delivered for the client and won new business

Ken Quinn Consulting**2009 - 2012, 2023 - 2024****Lead Brand Strategist**

Collaborated with agencies and clients across multiple engagements focused on brand definition, brand architecture, and go-to-market strategy.

Clients: Razorfish, VSA Partners, Hornall Anderson, CMG Partners, GreenRubino, Avenue, ZAAZ, Formative, and others

Projects: Visit Utah, Amazon Climate Pledge, SmartWool, Microsoft, PerfectServe, Boeing, Aon and Manchester United

- Spearheaded brand strategy and multi-year planning for Visit Utah, orchestrating multi-agency efforts that exceeded tourism growth goals and streamlining regional efforts for a unified, brand-led state platform
- Authored the messaging framework for Amazon's Climate Pledge, aligning brand posture, value proposition, and proof points with key stakeholder priorities
- Shaped the strategic foundation for SmartWool's global brand book, ensuring messaging consistency and clear product architecture across international markets
- Pioneered the "Be.Do.Say" brand philosophy, implementing it across agencies and client partnerships
- Developed the strategic playbook for Microsoft's "Art of Touch" experiential campaign, inspiring global participation in the world's largest digital art piece and driving full-capacity in-store events
- Delivered guest lectures on brand strategy at trade events and universities in the U.S. and New Zealand

VSA Partners**2004 - 2009****Brand Strategist**

Led high-impact brand strategy engagements for the acclaimed brand firm, partnering directly with C-suite leaders worldwide for clients including Caterpillar, Bell Canada, GE, Harley-Davidson, Sappi, and Citadel.

- Conducted in-depth research and analysis to uncover provocative brand insights, fueling differentiated strategies and inspiring creative teams with sharp, insight-driven briefs
- Developed the strategies for Harley-Davidson, Avery Dennison and Bell Canada's award-winning annual reports, strengthening multi-year client partnerships and expanding brand assignments
- Laid the strategic foundation for Caterpillar's global brand campaign 'Making Progress Possible', shaping regionally relevant messaging across global markets
- Shaped content strategy and architecture for GE.com, widely recognized for its pioneering, magazine-style digital format
- Defined the brand blueprint and portfolio strategy for Sappi, which the CEO credited with driving a profitable turnaround and securing a \$2M+ annual partnership with the firm

EDUCATION**M.B.A., Brand Management**

University of Montana

B.S., Advertising & Organizational Communication, Cum Laude

Northern Arizona University

CERTIFICATIONS

Certified Outdoor Leader - Wilderness Education Association

AWARDS & HONORS

Addy Awards (Gold & Silver), YouTube Creative, Graphis, ARC, AR 100 Awards

REI Anderson Award Nominee - Outstanding Achievement (2019 & 2022)

Golden Key International Honour Society, Inducted Member

Lambda Pi Eta, Inducted Member - National Communication Honor Society

Scripps Advertising Scholar, Ray & Natha Scholar

PROFESSIONAL AFFILIATIONS

Marketing Board Member, Active Transportation Alliance

Member, American Advertising Federation (AAF)

Member, American Marketing Association (AMA)