

Allison Roger

Strategic Creative Leadership | Team & Organization Empowerment | Sustainable Brand & Business Impact

Profile

Global creative leader and strategic storyteller with a clear vision and two decades of working cross-functionally to drive success for the world's top brands.

Passionate about helping companies find the intersection between function and aspiration to disrupt the status quo while realizing business objectives.

Seeking to join a mission-driven organization where people are inspired to translate complex challenges into big ideas that positively impact the world.

Areas of Expertise

Brand Strategy & Design Thinking

Positioning & Identity · Narrative Development · Systems & Frameworks · Customer Journey Mapping · Strategic Partnerships · Workshopping

Creative Development

Concepting · Naming · Identities & Systems · Campaign & Content Strategies · Brand Storytelling · CX/UX

Data-Oriented Decision Making

Market Research & Analysis · Consumer Segmentation · Strategic Insights · Data Visualization · Creative Testing

Organization Building

Business, Product & Opportunity Development · Function, Process & Culture Optimization · Removing Organizational Barriers

Cross-Functional Team Leadership

Team Building · Talent Mentoring · Executive Advisory · Navigating & Optimizing Matrixed Organizations

Notable Brands

Alaska Airlines · Amazon · Converse · Fred Hutch · Gavi, The Vaccine Alliance · Golden State Warriors · GT's Living Foods · Horizon Air · Jack Purcell · Keen · Meta · Nike · Nuun Hydration · PepsiCo · Planned Parenthood · (Red) · REI · Rough & Tumble Pub · SCJohnson · SEIU · Simplot · Slurpee · Space Needle · Starbucks · TATCHA · The North Face · University of Washington · Wellfound · Wheaties

Professional Experience

 **Meta**
Senior Manager, UX — Central Social Impact

Seattle, WA

2022 – 2023

Referred into the tech conglomerate's Central Social Impact organization to amplify positive, real-world impact across product experiences, platforms and resources — pairing global reach with scalable concepts and digital strategies to drive business-critical initiatives.

- Led teams to concept and design Meta-branded product experiences focused on moving company sentiment via a big-bet new venture (Meta BrandX) — driving collaboration across complex orgs, redesigning the working relationship between Product and Marketing, and inspiring teams to think bigger and build better.
- Facilitated delivery of transparency-focused, business-critical initiatives (Public Interest Products) — creating research tools for top academics, researchers and global policymakers (WHO, UN) to ensure technology develops for public good.
- Scaled teams by attracting and mentoring people across roles and levels — creating trust and cohesion, and fostering growth through support, autonomy and unwavering dedication.

 **Sid Lee**
Creative Director — Brand Design

Seattle, WA

2020 – 2021

Served as Studio Lead through kyu collective's acquisition of Hornall Anderson — liaising across kyu's portfolio to steer global pitches and special projects while heading up Sid Lee's domestic brand capabilities.

- As senior leader and studio lead, drove unrelenting advocacy for excellence across the entire process — delivering foundational creative for top brands, including Oregon State University, Wild Alaskan, Glade and The North Face.
- Tasked with leading brand teams on global pitches — partnering with IDEO, SYPartners and Godfrey Dadich, among others, to drive high-profile pursuits designed to propel society and economy forward.
- Central figure in designing core thinking for special projects — developing the capital campaign platform for Montreal's Holocaust Museum to catalyze a society free of hate and persecution, and creating the brand for kyu's annual kin conference to inspire 2,500 thinkers, makers and doers around the globe.

 **Hornall Anderson**
Creative Director — Brand Design

Seattle, WA

2015 – 2020

Recruited into the landmark design firm to elevate its narrative capabilities — realigning the agency's culture around strategic & creative parity. In 2016, promoted to become the agency's second-ever Creative Director with a writing background, charged with leading and growing the Brand Studio.

- Branded global, regional and local icons — weaving together complex client needs, market dynamics, consumer insights and human-centered concepts to position brands like Alaska Airlines, University of Washington, Fred Hutch, REI and 98point6 for lasting relevance and success.
 - Led brand expression for Alaska Airlines through its merger with Virgin America to become the 5th largest domestic carrier — conceiving & implementing thoughtful, vibrant and unconventional experiences across the full journey to help transform air travel from something to endure to something to enjoy.
 - Developed narratives for critical global inflection points and moments in time, notably the Obama Presidential Library and a UN speech on the subject of modern-day slavery (delivered April 2016).
 - Consistently tapped for special projects, partnering with agency founder to support elite clients across the arts, philanthropy and early-stage investments / ventures.
- Executive leadership partner in growing accounts and winning new business — securing millions of dollars in opportunities per year with blue-ribbon clients, including Amazon, Disney, Fred Hutch, Grand Ole Opry, Microsoft, Nuun, Philips Sonicare, Publix, REI, Simplot, Space Needle, Tableau and Wheaties.
- Instituted a culture of strategic creativity, collaboration, trust, inspiration and accountability — acting as an indelible partner & guide to clients and internal teams alike.

Allison Roger

Strategic Creative Leadership | Team & Organization Empowerment | Sustainable Brand & Business Impact

Key Qualifications

Hands-on Business Driver

Strong bias for action — assembling the right parties & resources, leading by example, and balancing guidance & autonomy to deliver results.

Strategic Problem Solver

Adept at harnessing the power of design thinking to identify patterns, extract insights, and extrapolate / sell in game-changing strategies.

Change Agent

Natural ability to drive change — delivering inspiring opportunities, innovative approaches, and brand turnarounds with a focus on measurable performance & ROI.

Authentic Leader & Collaborator

Skilled at empowering teams to think critically, make the complex simple, and develop the trust and credibility to produce results.

Bridge Builder

Known for rallying teams and bridging the gap between strategy, creative, project and business stakeholders to forge alignment and meet aggressive goals.

Board Experience

Seattle University | Albers School of Business and Economics

Advisory Board Member | 2022 – Present

Honors & Awards

Nike Global Maxim

Nike | 2011

Gold Addy

Addy Awards | 2015

Education

The College of Wooster

Bachelor of Arts, English

Rally Associate Creative Director

Seattle, WA

2014 – 2015

Joined the integrated marketing agency to infuse a design perspective into and across the portfolio.

- Central force for strategic creative thinking — creating positionings, campaigns, content and experiences for a variety of top brands (Planned Parenthood, Speakman, Arizona State University and Frito Lay, and receiving a Gold ADDY for Slurpee).
- Named, branded and launched the Jermaine Kearsae Foundation 15 to 1, a non-profit connecting youth with support, opportunities and resources for positive change.

Tether Senior Writer

Seattle, WA

2012 – 2014

Tapped by a formative Nike leader turned agency founder to be a lead writer — up-leveling the agency's capability for combining the power of voice and strategic narrative to propel iconic and emerging brands at pivotal moments across the business lifecycle.

- Confidant to client founders and leaders — defining creative strategies across a wide range of industries (lifestyle, beauty, environmental education and innovative social enterprise).
- Quickly grew into the internal SME and go-to writer for iconic brands like Keen, Sperry, Sorel and Nike — crafting inspirational stories around universal truths to meaningfully connect with consumers, deepen brand loyalty and drive sales.
- Supported cornerstone initiatives — developing Super Bowl XLVII campaign concepts for PepsiCo, NBA Playoff kits for Gatorade, and new product launches for Green Mountain Coffee Roasters and Google.
- Worked closely with the founder of Japanese luxury beauty brand TATCHA to unearth, modernize and share ancient beauty rituals — delivering market differentiation that contributed to the company's progressive valuation and its \$500M acquisition by Unilever.

Converse Senior Writer — Brand Design

Boston, MA

2005 – 2012

Recruited into the iconic brand following its acquisition by Nike, becoming a founding member of the Brand Design team, receiving three promotions in seven years, and playing a key role in transforming Converse into a passion brand that slingshot the business from \$800M to \$3B.

- Tasked with redefining Converse's culture of creativity — helping to fundamentally transform the master brand and its portfolio (Chuck Taylor All-Star, CONS, Jack Purcell, One Star and Star Chevron) at every altitude and touchpoint.
- Served as the sole in-house writer for five years — growing into a creative leader who defined the brand's voice, shaped strategic narratives, and wrote thousands of pieces of original content across go-to-market, direct-to-consumer and PR & events channels to power a brand-building engine.
- Helped transform a great American brand into a modern-day consumer magnet — harnessing a century of stories about Converse's role in sport, music and culture to ignite a global movement around the belief that creativity can change the world.
- Played a key role in the articulation and expression of Converse (Red) — positioning the brand at the forefront of the conscious consumerism movement.
- Awarded a Nike Global Maxim for a Converse CONS interactive installation at the US Open of Surfing in 2011. The annual awards ceremony celebrates Nike's mission and core values, and honors the greatest achievements across all levels at the company.