

# Brian M. Lake

## Creative + Brand Marketing Executive

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Creative Department Management	Budgeting + Media Planning	Marketing + Brand Development	User Interface	Content + Inbound Marketing	Business System Planning	Event Planning	Interactive Data Visualization	Crafted Storytelling
		Campaign Strategy	Social Media		Presentation Development	Digital + Print		Illustration

## Professional Summary

I'm a seasoned creative and marketing professional with a proven track record of leading high-impact initiatives across branding, public relations, digital marketing, and corporate positioning. I specialize in bringing revenue-generating projects to life — from concept through launch — seamlessly bridging the gap between creativity and strategy. Whether in a leadership role or as a hands-on contributor, I consistently deliver work that drives growth and elevates brand presence.

I excel at translating complex business goals into cohesive marketing campaigns that perform — from content strategy and inbound marketing to copywriting, production, and performance analytics. My strong interpersonal and leadership skills enable me to collaborate effectively with senior executives and cross-functional teams, ensuring alignment with milestones, deadlines, and budgets.

What sets me apart is my rare combination of creative vision and business acumen. I don't just manage teams — I work alongside them, rolling up my sleeves to contribute at every level. I've been a trusted resource for sales teams, helping shape compelling brand narratives that build confidence and credibility — not just sales pitches. I believe in the power of original content and distinctive visuals to set a brand apart and reflect its unique value.

Throughout my career, I've also contributed to product innovation — co-inventing solutions like Thomson Reuters ENGAGE (a cloud-based client/matter management platform) and Tribune WEBPOINT (a web-based content solution for newspapers). In many roles, I've been responsible for both creative and marketing leadership as well as business development and client consulting.

Every opportunity I've had has helped me evolve — not just in skill, but in how I bring value to teams and organizations. I take pride in delivering not just great work, but measurable impact. I communicate with clarity, lead with integrity, and adapt quickly to new technologies and trends.

If you'd like to learn more about my work or discuss potential opportunities, I'd be happy to schedule a 30-minute call to connect further.

Best,



Brian M. Lake

## Strategy & Leadership

- Marketing Strategy
- Brand Strategy and Compliance
- Artificial Intelligence Strategy
- Internal Communications Strategy
- Business Process Management
- Process Improvement
- Cost-Benefit Analysis
- Research and Discovery
- Stakeholder Communications

## Growth & Demand Generation

- Multi-Channel Marketing Campaigns
- Integrated Marketing
- Inbound and Outbound Marketing
- Lead Nurturing
- Email Marketing
- Digital Advertising
- Search Engine Optimization (SEO)
- Generative Engine Optimization (GEO)

## Content, Creative & Brand Execution

- Creative Campaign Development
- Creative Department Management
- Copywriting & Content Creation
- Graphic Design & Illustration
- Collateral Development
- Presentation and Storytelling
- Social Media Communications

## Operations & Delivery

- Budget Planning & Tracking
- Event Planning
- Client Engagement Management
- Cross-Departmental Communications
- Relationship Development
- Training & Mentoring

## Digital, Product & Experience

- Web Development
- User Interface Design
- Content Management Systems
- Software SaaS Development

## Data, Analytics & Insights

- Data Analytics
- Data Visualization
- Customer Relationship Management

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## Software Expertise

Adobe Creative Cloud

HubSpot

Google Looker Studio

Monday.com

Microsoft Office 365

Salesforce Pardot

Constant Contact

SurveyGizmo

# Professional Experience

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## Director of Brand Development

Centrifuge Brand Marketing | LaGrange, IL | 02/2021 – 09/2025

Partnered with global industrial manufacturers to develop and execute integrated brand and marketing strategies that built stronger positioning, expanded market reach, and supported revenue growth. Blended creative storytelling with data-driven insights to engage customers and deliver measurable business impact.

### Key Achievements & Responsibilities:

- Led the creation of brand and marketing campaigns that enhanced visibility, drove market penetration, and strengthened sales enablement across B2B and B2C markets.
- Transformed customer insights, market research, and competitive analysis into strategic brand plans—boosting awareness, lead generation, and pipeline performance.
- Partnered directly with client executives to define positioning, clarify objectives, and solve complex challenges through tailored marketing and creative solutions.
- Directed cross-functional execution, including budgeting, campaign strategy, creative direction, and performance tracking for multiple high-value accounts.
- Served as the primary connector among internal teams, client marketing departments, and C-suite leaders to ensure clarity, alignment, and measurable results.
- Championed a collaborative, insight-driven culture that produced customized campaigns consistently exceeding KPIs.

## Vice President, Marketing & Brand Development

Intelliflo (formerly Portfolio Pathway) | Warrenville, IL | 07/2018 - 08/2020

Established the company's first in-house marketing and creative department and spearheaded a strategic corporate marketing alliance with Invesco's digital wealth management group. Directed the full scope of B2B integrated marketing strategy across all products and services, with a focus on building brand credibility, thought leadership, and driving new client growth. Collaborated with the CEO and executive team to set marketing budgets, align business goals, and support sales initiatives through impactful programs, campaigns, and resources.

### Key Achievements & Responsibilities:

- Built the company's first in-house marketing/creative department and established a strategic marketing alliance with Invesco.
- Directed integrated B2B marketing strategies to strengthen brand credibility, drive new client acquisition, and support sales growth.
- Led company-wide rebrand, creating standards and guidelines to ensure consistency across all channels.
- Redesigned sales collateral, client portal UI, and portfolio platform assets to enhance client experience and usability.
- Spearheaded content strategy, inbound marketing, SEO optimization, and digital campaigns to improve lead generation and discoverability.
- Produced client resources, case studies, and video content—including educational and testimonial campaigns—to boost engagement.
- Managed social media, PR, and industry communications, positioning the company as a thought leader in digital wealth management.
- Directed budget planning, vendor partnerships, trade shows, and live events including the annual industry "roadshow."
- Partnered with executive leadership and sales teams to align marketing programs with growth initiatives.

## Director of Creative & Marketing

Epiq (formerly Hyperion Global Partners) | Sugar Land, TX | 11/2016 - 07/2018

Led the company's marketing, creative, and research initiatives, providing strategic vision and operational leadership across branding, communications, and advisory programs. Directed the development and delivery of thought leadership and research work products, ensuring alignment with client needs and business growth objectives.

### Key Responsibilities & Achievements:

#### Marketing & Creative Leadership:

- Developed and executed high-impact integrated marketing campaigns across all products and services, overseeing strategy from concept through implementation.
- Directed all aspects of company budget planning, optimizing investments in campaigns, events, advertising, marketing tools, and memberships.
- Crafted and managed customer-facing messaging, ensuring clarity, consistency, and alignment with brand voice.
- Oversaw content creation, communications, and social media strategies, increasing engagement and strengthening brand presence.
- Designed and maintained marketing collateral consistent with global messaging and brand standards.
- Formulated strategies to support business development and establish "expressions of expertise" across service offerings.

#### Research Practice Leadership:

- Defined vision and annual goals for the research practice in collaboration with the company president, translating strategy into actionable objectives.
- Developed and refined service offerings, project methodologies, and advisory programs to enhance client value and satisfaction.
- Managed client relationships and business development efforts, fostering growth and repeat engagements.
- Directed marketing strategies and campaigns for the practice group, integrating firmwide initiatives and priorities.
- Scoped, executed, and managed projects, ensuring quality, timeliness, and client satisfaction.
- Negotiated vendor contracts and managed third-party relationships to optimize resources and meet budget requirements.

## Creative Director

HBR Consulting/Thomson Reuters | Chicago, IL | 11/1996 - 10/2016

Responsible for creation and growth of internal and client-facing creative/marketing department, overseeing brand development, user-focused design, interactive media, event planning, marketing strategy, and PR initiatives. Functioned as both creative visionary and strategic consultant to Fortune 500 companies and legal clients.

### Key Achievements & Responsibilities:

- Founded and directed firm's first full-service creative/marketing team, delivering brand strategy, web development, and interactive media solutions.
- Drove business growth through strategic marketing campaigns, business development proposals, and high-impact branding initiatives.
- Designed and implemented brand strategy and analytics systems, contributing to measurable website traffic growth, enhanced UI/UX, and increased advertising revenue.
- Presented creative vision, project plans, and design concepts while serving as project manager and consultant for high-profile clients.
- Provided strategic consulting, including marketing strategies, business planning, and product launch initiatives for new offerings.
- Advised startups and new businesses on corporate formation, business structuring, privacy policies, and commercial transactions.
- Pioneered web-based and e-commerce products and service features, collaborating closely with cross-functional teams to deliver innovative solutions.
- Spearheaded workflow optimization, usability solutions, internal marketing programs, and multimedia initiatives including animation, 3D imaging, and illustration.
- Led redesign of Thomson Reuters Peer Monitor, improving usability and real-time economic data analysis for better practice performance comparisons.
- Co-invented Thomson Reuters Engage, a client and matter management platform streamlining project workflow, budgeting, and legal team coordination.
- Co-founded internal advisory committee to enhance leadership communication, corporate culture, and organizational growth.
- Two-time recipient of the annual 'high spirit award' for excellence in team management, attitude and participation.

# Professional Experience

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## Creative Director

Tribune Media Services | Chicago, IL | 07/1994 - 11/1996

Revitalized and expanded Tribune Media Services' internal creative and marketing capabilities, establishing a culture of innovation and collaboration. Spearheaded the creation of the company's first interactive/web-based development department, aligning creative services with emerging digital opportunities. Oversaw marketing and creative production across print, trade show, and digital platforms, working closely with talent and syndicated content creators.

### Key Achievements & Responsibilities:

- Reorganized and scaled the internal creative and marketing department to enhance cross-functional collaboration and efficiency.
- Co-founded and managed the company's inaugural interactive/web-based development team within creative services.
- Directed production of marketing materials for syndicated products and prominent talent, including Dick Tracy, Dave Barry, Little Orphan Annie, Brenda Starr, Gene Siskel, Andy Rooney, Phil Lempert, and others.
- Collaborated directly with talent to develop and market products, working with Michael Uslan (Batfilm, Inc./Terry & the Pirates), Jeff McNelly (Shoe), Mike Peters (Mother Goose & Grimm), and others.
- Led initiatives to internally supervise, prepare, and produce comic pages for the Chicago Tribune.
- Co-founded WebPoint, an internal web services company delivering digital solutions and web modules for online newspaper publications.
- Recognized with the firm's Annual Achievement Award for outstanding contribution to company growth and excellence in creative work.

## **Western Illinois University**

Bachelor's Degree | Macomb, IL

Major in Marketing and Art. Other studies include English, Psychology, Economics, Theatre and Design.

### **Key Achievements:**

- GPA 4.0, graduated w/Academic Honors
- Member of Phi Kappa Theta
- Member of University Greek Counsel
- Member of University Newspaper as Staff Writer & Cartoonist
- Dean's List 4yrs in a row

# Industry References

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