

MARK CHAPMAN

CREATIVE DIRECTOR | BRAND + CREATIVE LEADER

markhchapman.com | linkedin.com/in/markhchapman | markhchapman@gmail.com | 612.845.1029

PROFILE

Creative director and brand leader with experience creating integrated brand experiences and leading multidisciplinary creative teams across technology, consumer, sports, wellness, retail, and lifestyle. Combines hands-on creative direction and art direction with the ability to build high-performing teams, creative systems, and in-house organizations at scale. Experienced translating complex products and business strategies into clear, compelling brand stories across campaigns, digital, content, environments, product marketing, and experiential.

CORE CREATIVE LEADERSHIP

Creative Direction & Art Direction | Brand Storytelling | Integrated Campaigns | Brand Identity & Design Systems | Digital & Content | Multidisciplinary Team Leadership | In-House Creative Organizations | Cross-Functional Collaboration | Creative Operations | Experiential & Environments | Product Marketing | Brand Transformation

PROFESSIONAL EXPERIENCE

Fountainhead LifeSciences — San Antonio, TX

VP, Brand + Creative | February 2026–Present

- Establish brand strategy, creative vision, positioning, and governance across the master brand and four portfolio companies.
- Lead the evolution of brand identities, visual systems, messaging, and integrated marketing across a complex growth-stage organization.
- Direct creative development across brand, digital, content, product marketing, events, sales enablement, and corporate communications.
- Build shared creative-services capabilities, external partnerships, and processes designed to increase quality, speed, and scalability.

Pepperdine University — Malibu, CA

Senior Director, Creative Services | May 2025–February 2026

- Led creative strategy and execution supporting national brand positioning and institutional storytelling.
- Directed internal creative and production teams responsible for high-visibility brand, marketing, and communications initiatives.
- Advanced creative consistency across channels and translated institutional strategy into compelling brand experiences.

Ledge — Katy, TX

Brand + Creative Director | January 2024–January 2025

- Built and scaled an in-house creative and brand team for a fast-growing outdoor lifestyle company.
- Developed multi-brand architecture, identities, packaging systems, campaigns, content, and omnichannel retail and digital experiences.
- Led launches for 5+ product lines; creative work earned 4 GDUSA Awards.

Deluxe — Minneapolis, MN

Executive Director, Creative Services | March 2019–November 2023

- Led the internal creative organization for a \$4B FinTech company serving a portfolio of 15+ brands and producing 6,000+ assets annually.
- Directed work across brand, performance marketing, packaging, lifecycle, digital, and content while translating strategy into integrated customer experiences.
- Built creative operating models and maintained 100% team retention over three years; work earned ADFED and PEAK recognition.

Spurs Sports & Entertainment — San Antonio, TX

Senior Director, Creative Services | March 2016–January 2018

- Directed creative vision, brand expression, and identity across NBA, WNBA, AHL, and USL properties.
- Led creative teams across integrated campaigns, digital experiences, environments, merchandise, and brand initiatives.
- Earned 6 ADFED Gold, 3 Silver, 3 Bronze, and a Special Judges Award.

Life Time — Chanhassen, MN

VP, Senior Creative Director / VP, Marketing of Athletic Events | 2010–2015

- Led a 50+ person creative organization during Life Time's evolution from a \$900M fitness brand into a \$4.5B lifestyle portfolio.
- Directed integrated campaigns and brand launches across 17 brands and 100+ national events; developed design systems and standards for the expanding portfolio.
- Led national creative, marketing, and PR initiatives across fitness, wellness, lifestyle, performance nutrition, and endurance sports; helped drive results that surpassed revenue goals by 126%.

EARLIER AGENCY EXPERIENCE

FAME — Creative Direction, Brand & Retail | BLACK / A Retail Agency — Creative Direction, Target & Best Buy | Campbell Mithun — Creative Direction, H&R Block | Ogilvy & Mather Worldwide — Art Direction, IBM & Pacific Bell

EDUCATION

University of Notre Dame — Bachelor of Arts in Design | Cornell University — Executive Leadership Certificate