

# Mark Chapman

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## Education//

University of Notre Dame -  
Bachelor of Arts Degree  
in Design

Cornell University -  
Executive Leadership Certificate  
-

Hi, thank you for your consideration.

I have spent a career building brands in the financial, health & wellness, sports & entertainment, product ecommerce (CPG), and luxury retail industries.

I'm a strategic creative leader and brand storyteller with extensive agency and corporate experience. Specialization in developing high performance omni-channel creative teams by simplifying the complex to ensure high-quality prioritization, decision-making, and creative problem-solving.

Currently, I lead a global brand and creative team in an outdoor lifestyle startup company. I am tasked with taking the brand to the next level through foundational brand building, positioning and messaging and building a great team.

Previously, I led a high performance shared services creative and operations team at Deluxe through the teeth of Covid with 20% year over year production increases and held a 100% retention rate for 3 years.

I was recruited to come to Texas in 2016 to lead the Spurs Sports & Entertainment strategic creative vision for multiple professional sports franchises and entertainment brands including the NBA San Antonio Spurs, WNBA San Antonio Stars, AHL San Antonio Rampage, USL San Antonio FC, the G-League Austin Spurs and Rockfest.

As the VP Senior Creative Director of Life Time Fitness, I built and led an in-house agency of 20+ and was responsible for strategic creative initiatives for acquisition, retention, and brand building marketing. I was instrumental in creating the master brand strategy that transformed it from a \$900M gym brand to a \$4.5B lifestyle brand.

My experience and skills translate outside of the corporate world as well. I did post 9/11 Intel for the US Navy, ran initial attack wildland fire engine crews for the Oregon Department of Forestry and spent time in Alaska as a professional salmon seiner.

Thank you again for your consideration. I look forward to a brief discussion about how I can positively contribute to your team,



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Strategic creative leader with extensive agency and corporate brand experience specializing in leading high performance multi-channel D2C & B2B creative teams particularly in the sports and entertainment, health and wellness, outdoor, technology, lifestyle product, financial, ecommerce and retail industries.

## Brand + Creative Director// Ledge

Katy, TX January 2024 - Present  
-

Global brand and creative services leader for an innovative outdoor startup. Tasked with taking the brand to the next level and building a in-house agency team. Reporting directly to the CEO and a key member of the leadership team with responsibilities to marketing, product, sales, creative and brand development.

## Accomplishments

- Developed and formalized an overarching brand strategy, architecture and identity for a portfolio of related brands, ensuring brand consistency, cohesion, and authenticity across all channels.
- Own omni-channel creative storytelling, pushing the envelope on conceptual creative ideas and channels.
- Launched 5 new products from concept to production.
- Won 4 GDUSA Awards for excellence in design.

## Executive Director, Creative Services// Deluxe

Minneapolis, MN March 2019 - November 2023  
-

Leader of the inhouse creative agency team and key member of the marketing leadership team to support a shared services marketing model with over \$4B in annual revenue, 15+ brands, multiple product lines and business units.

- Instrumental in the rebranding of Deluxe, a NYSE 100+ year manufacturing company into a financial technology leader.
- Partnered cross-functionally with integrated go-to-market teams, channel marketing teams, customer experience teams, and Deluxe corporate brand teams in addition to any outside agencies.

## Accomplishments

- As a team in 2022, we delivered 5564 tactics in 2221 projects.
- In 2021, we delivered 6146 tactics in 2526 projects, a 20% increase in YOY with no added headcount. For 3 years, we have had 100% retention.
- 1 ADFED Gold Addy Awards, 1 ADFED Silver Addy Awards, 1 ADFED Bronze Addy Awards, and 2 PEAK Awards.

## Senior Director of Creative Services// Spurs Sports And Entertainment

San Antonio, TX, March 2016 – January 2018  
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Led the strategic creative vision for multiple Spurs Sports & Entertainment franchises and brands including 5-time NBA champions San Antonio Spurs, WNBA's San Antonio Stars, AHL's San Antonio Rampage, NBA D-League 2012 champions Austin Spurs, and USL's San Antonio FC. Responsible for conceptualizing, directing, presenting and producing high-quality, on-brand creative across all media. Also responsible for the oversight of the inhouse creative team, work flow processes and the operational readiness of the creative staff.

## Accomplishments

- Streamlined all brand guidelines, grew production efficiency, helped lead a digital first strategy implementation, introduced a new process workflow, expanded partnership relationships and exceeded expectations.
- 6 ADFED Gold Addy Awards, 3 ADFED Silver Addy Awards, 3 ADFED Bronze Addy Awards, and an ADFED Special Judges Award.

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References available upon request  
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## **Vice President - Senior Creative Director// 3e, The Life Time Agency**

Life Time - The Healthy Way of Life Company  
Chanhassen, MN, January 2010-September 2012 & October 2013 – November 2015  
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- The senior creative leader for an award winning creative team of 30+ and the most senior leader in an agency of 50+ that supported all marketing, advertising, and design initiatives for Life Time, a multi-billion dollar company. Developed a new master brand strategy that evolved Life Time from a \$900M gym brand to a \$4.5B lifestyle brand.  
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### **Accomplishments**

- Responsible for building, developing and maintaining Life Time as a premier national brand by delivering innovative and strategic creative marketing that drove business results and exceeded expectations.
  - Led collaborative partnerships, creative vision and talent development by fostering a positive creative culture that was grounded in quantifiable results.
  - Worked closely with business partners and C-Suite leadership to increase revenue through acquisition, retention, and same store sales.
  - Helped recruit, build and manage a multi-disciplined team of 50+ talented individuals.
  - Directly managed a core delivery team of 20+ that was responsible for numerous initiatives including direct-to-consumer, business-to-business and business-to-consumer wellness brands, our spa and salon brands, media and sponsor relationships along with all of our athletic event brands and their races.
  - Created, developed and deployed a new master brand strategy, launched a new category in triathlon, launched a national weight loss brand, launched a corporate wellness program, and created or re-branded and supported over 20 brands, and turned around the member acquisition direct marketing program.
  - 7 GDUSA Awards, 2 ADFED Silver Addy Awards, 1 ADFED Bronze Addy Award, 2 How Magazine In-Howse Awards, and 5 AIGA Awards
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## **Vice President of Marketing// Life Time Athletic Events**

Life Time - The Healthy Way of Life Company  
Chanhassen, MN, September 2012 – October 2013  
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Led the national creative, marketing, social and public relations teams in 5 national offices the 97 athletic events representing 17 brands in 5 major categories.  
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### **Accomplishments**

- Exceeded YOY revenue goal by 126%.
  - Exceeded expectations with thousands of participants in 16 events in the first year.
  - Responsible for developing all 17 Life Time athletic event brands and the 100+ athletic events they represent while extending the Life Time Healthy Way of Life brand.
  - Responsible for driving athletic event registration and creative brand development by directing national and local marketing, managing all creative, public relations, and social media efforts, and partnering with corporate sales and sponsorship.
  - Managed marketing efforts to push registration and deliver a coordinated event experience.
  - Helped create and launch a successful women's only brand, Athleta Esprit de She.
  - International Graphis Ad Annual Platinum Award and a GDUSA Award
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References Available Upon Request