Jake Brown

(917) 446-5530 | jacobrossbrown@gmail.com | Poughkeepsie, NY 12601 | LinkedIn

EXECUTIVE LEADERSHIP & STRATEGY

Marketing and brand leader with 20 years of experience building and scaling iconic consumer and enterprise brands in technical and highly-regulated markets across digital, broadcast, and emerging channels. Proven track record of defining multi-year marketing and creative visions, strengthening brand consistency, and delivering high-impact, data-driven campaigns that create consistent product-driven full-funnel growth. Experienced leader of cross-functional strategy, content and creative teams, with deep expertise partnering with analytics, media, product, and research to translate customer insights into narratives that resonate. Trusted executive partner known for balancing strong design thinking with rigorous performance measurement and optimization.

Skills Profile

Digital / Web Strategy	Leadership & Team Building	Go-to-Market (GTM) Strategy
Brand / Product Strategy and Stewardship	Customer Segmentation	Experimentation & Optimization
SEO / AEO Strategy	Customer Experience (CX)	Data-Driven Decision-Making
Omnichannel Marketing	Project / Agency Management	Executive & C-Suite Communications

PROFESSIONAL EXPERIENCE

IBM | Armonk, NY — 2016 – 2026

VP-level Web Strategy Lead, IBM Consulting & Software (2024 – 2026)

Led worldwide digital strategy and conversion optimization for IBM Consulting and Software portfolios, including the IBM watsonx AI Platform, driving $2.2B business in 1H 2025. Led and mentored an international team delivering SEO/AEO, experimentation, personalization, and end-to-end web experience across enterprise markets, aligned to business and executive performance and growth objectives.

Key Achievements and Results:

- Set and executed a clear marketing vision and identity across paid, owned and experiential digital touchpoints, using personalization and experimentation to surpass the 2025 conversion objective of 420K leads, 6 months ahead of schedule.
- Shifted performance decisions from intuition to evidence through AI-informed search strategy, experimentation, and personalization, increasing engagement to 60%+ across core properties.
- Defined audience segments, priority personas, and engagement opportunities in partnership with analytics and research teams to focus on the growth opportunities with the highest impact and ROI.
- Built and scaled a high-performance, accountable operating model across a team of 26 marketers and strategists throughout the US, Europe, Asia, and Australia.

Global Digital Strategy Leadership (2016 – 2024)

Directed worldwide digital strategy for IBM Services, Security and Sustainability businesses across 144 locales and 14 languages, overseeing inbound performance, campaign integration, and experience optimization.

Key Achievements and Results:

- Established experimentation-led culture for digital squads, shifting decisions-making from intuition to data-driven insights.
- Designed global operating and governance model balancing central brand strategy with local market execution improving speed, efficiency, and creative consistency.
- Unified inbound and web strategies for Security, Sustainability, and Consulting portfolios, replacing fragmented campaigns with continuous optimization.

Hill Holliday | New York, NY — 2013 – 2016

Senior Digital Strategist, NYC Office Lead

Led NYC digital practice overseeing full-funnel, omnichannel strategy for pharmaceutical and healthcare clients, including Johnson & Johnson and Novartis. Directed web, mobile, CRM, and content experience design connecting brand awareness to acquisition and long-term patient engagement. Elevated NYC digital practice capability, aligning creative, analytics, and technology teams around measurable customer experiences.

Key Achievements and Results:

- Accelerated launch of new injectable diabetes therapy through integrated TV, digital, CRM, and mobile ecosystem, helping to beat the goal of $1M in first-year sales while increasing patient engagement and adherence.
- Expanded patient participation beyond targets by designing app-based reminder and habit-tracking experience that supported medication persistence and healthier behaviors.
- Differentiated brand in competitive market with first-of-its-kind interactive cooking series linking lifestyle to treatment outcomes, strengthening consumer trust and education.
- Advanced new psoriasis therapy to leading market position through omnichannel campaign anchored by Cannes Bronze Lion-winning documentary *That's PsO Me*.

Blast Radius *(Wunderman)* | New York, NY — 2011 – 2013

Strategy Director

Led digital practice for pharmaceutical and fast casual restaurant clients, overseeing full-funnel digital strategy for Johnson & Johnson and Chipotle Mexican Grill. Created web, social, mobile, and CRM to increase brand awareness and drive acquisition and loyalty.

Key Achievements and Results:

- Accelerated awareness, adoption, and adherence for mental health therapies including both patient and physician web experiences, iOS apps for field marketing, multi-channel CRM and print materials.
- Built the digital and social experience for Chipotle Mexican Grill Boorito promotion, including Twitter, Facebook, Instagram, and loyalty program activations.
- Created a 3 year marketing roadmap for Chipotle Mexican Grill including enhanced gamification of their loyalty program, web and CRM integration, and mobile promotions.

PREVIOUS EXPERIENCE

Digitas & Digitas Health | Manager, Strategy & Analysis | New York, NY — 2008 – 2011
HNW, Inc. | Manager, Strategy & Interactive | New York, NY — 2006 – 2008

EDUCATION

Cornell University | Bachelor of Science (BS), Communications, Student Teacher | Ithaca, NY
Emerson College | Master of Arts (MA), Integrated Marketing Communication, Comms Department Professor's Assistant | Boston, MA

TECHNICAL SKILLS

Adobe Analytics | Google Analytics 4 (GA4) | BrightEdge | Ahrefs | Clearscope | Customer Data Platforms (CDP) | Adobe Experience Manager (AEM) | Drupal | WordPress | Figma | Microsoft Office Suite | Google Workspace | ChatGPT | Claude | JIRA | Airtable | Workfront | SAP Concur | Workday | Mural | Monday