

# STEPHEN LEPS

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Global executive leader with 20+ years at marketing, advertising, and media companies in B2C and B2B. Lead end-to-end marketing campaigns, applying modern approaches with AI to strategy, creative and production. A champion of creativity matched with operational excellence to streamline working models while increasing the quality, speed and cost effectiveness of strategy and creative outputs.

## PROFESSIONAL EXPERIENCE

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### **Global Brand, Creative and Content Strategy Director - IBM**

Feb 2022 - Present

- Lead end-to-end marketing strategy and execution for IBM Infrastructure and IBM Consulting strategic partnerships including AWS, Microsoft and SAP, a \$15B+ business for IBM.
- Responsible for market insights to inform product and content messaging, brand to demand GTM strategies, content budget and operations, creative development and production, data driven optimization
- 2025 YTD generated \$2.8B in marketing associated pipeline, \$1.4B in marketing associated revenue
- Led 3 key launches for IBM z17, IBM LinuxONE 5 and IBM Power11, growing overall IBM Infrastructure business by 17% YTY
- IBM z17 mainframe has been the strongest two quarter launch in the history of IBM— up 59% YTY
- Increased responses +40% organically and client interests up +80% across digital, social and content

### **Brand and Content Strategy Principal - IBM**

Feb 2019 – Jan 2022

- Led team of 36 across IBM's Consulting, Security, Ecosystem, CSR and Sustainability businesses, with revenue of \$25+ Billion.
- Collaborate with multiple CMO and executives to establish KPIs and develop full funnel GTM plans
- Led development of messaging and narratives for brand and demand revenue generating content marketing campaigns.
- Provide strategy, creative and content leadership with best practices to global team of marketers, content directors, strategists and designers
- Achieved 72% increase in marketing attributed leads and 41% increase in pipeline progression
- 15% increase in content engagement overall and 3x improvement in click through rates

### **Content Lead and Editor-in-Chief - IBM**

March 2017 – Feb 2019

- Led a team of strategists and content creators, delivering brand to demand content campaigns across IBM Cloud and Watson businesses.
- Collaboration with global content & marketing leaders to maximize effectiveness in global markets
- Governance over content best practices and performance / optimization in market
- Identify, scope and manage budgets with ad agency and production partners
- Leadership over best practices to optimize content performance and engagement
- Achieved 116% of pipeline target, +79% in engagement rates at 10% lower cost per response YTY

## **Vice President, Head of Brand Marketing and Content - Fusion (A Univision Company)**

Feb 2016 – March 2017

- Built and managed creative studio leading a team of content creators, producers, strategists and writers
- Led development of brand messaging and led marketing efforts for the Fusion brand across broadcast, OTT, digital and editorial properties
- Collaborate with sales team and C-Suite on sales and new business RFPs and pitches
- Consistently delivered 2x above industry benchmarks in engagement and CTRs

## **Vice President, Executive Creative Director - Saatchi & Saatchi**

Feb 2014 – Feb 2016

- Creative lead on branding efforts for Walmart national campaigns across traditional and digital.
- Delivered Walmart's holiday campaign consisting of 100 broadcast commercials and over 300 pieces of content produced in 8 weeks
- Achieved Walmart's best Cyber Monday sales to date with 18% increase in digital sales, store sales 50% higher than analyst projections, over 18M+ views on YouTube from content created

## **Executive Creative Director - Taxi**

Aug 2011 – Feb 2014

- Managed team of 15 writers, art directors, and designers in the U.S. and Canada
- Established and further developed brand voice for Applegate Farms and Kraft's Gevalia coffee
- Pitched and won numerous business - Kraft (MiO), Newcastle Brown Ale, Capital One
- Kraft Gevalia and Applegate farms both won Gold at the Effie awards for marketing effectiveness and results

## **Additional Experience**

- **Leo Burnett: Vice President, Creative Director** - Worldwide creative lead on BlackBerry, managing team of 23 in Chicago, London, and Paris
- **Zig: Creative Director** - Clients: Unilever, Ikea, Best Buy, Molson, Playboy, Harvard Business Review
- **Cundari Advertising: Art Director** - Clients: BMW, Land Rover, Siemens, Mini, Rogers Wireless

## **EDUCATION & CERTIFICATIONS**

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George Brown College 1995-1998 (Toronto, Canada): Graphic Design and Marketing

Carleton University 1994 (Ottawa, Canada): Art History major

## **AWARDS & ACCOLADES**

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- 5x Cannes Lions, 3x Effies, 5x Shorty Awards, 2x Clio Awards, D&AD, The One Show
- Award show judge: Cannes Lions, Hatch Awards, Shorty Awards, Effies
- Work showcased at the Museum of Modern Art

## **CULTURE & COMMUNITY**

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- Executive Member: Real Time Academy (2020-present)
- Member: ANA B2B committee
- Supporter, volunteer and participant in charity 5k running races (2018- present)
- Volunteer Coach – Odyssey of the Mind world championship finalist (2023)