

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

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

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

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

AWARDS & ACCOLADES

- 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

- 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)