

STEPHEN LEPS

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20+ years experience at notable marketing, advertising, and media companies. Proven track record for delivering results in B2C and B2B across retail, CPG, technology, automotive, financial and media industries. Lead end-to-end marketing campaigns from audience insight to strategy, execution and optimization with brand consistency at all touchpoints.

EXPERIENCE

Global Brand, Creative and Content Strategy Director

IBM | Raleigh, NC

Feb 2022 - Present

Deliver compelling audience-centric strategies and campaigns across IBM Infrastructure, and key IBM Consulting strategic partnerships (AWS, MSFT)

Global Brand and Content Strategy Principal

IBM | Remote

Feb 2019 – Jan 2022

Led multiple teams of strategists across Consulting, Security, Ecosystem, CSR, and Sustainability

Global Content Lead and Editor-in-Chief

IBM | New York, NY

March 2017 – Feb 2019

Led messaging and content development for brand to demand generation campaigns across IBM's Consulting, Cloud and Watson businesses.

VP, Head of Brand Marketing and Content

Fusion (A Univision Company) | New York, NY

Feb 2016 – March 2017

Built and managed branded content and creative studio, leading a team of content creators, producers, strategists, writers and project managers. Led development of brand and marketing efforts.

VP, Executive Creative Director

Saatchi & Saatchi | New York, NY

Feb 2014 – Feb 2016

Clients: Walmart - creative lead on branding efforts for national campaigns, P&G (Luvs diapers)

Executive Creative Director

Taxi | New York, NY

Aug 2011 – Feb 2014

Managed team of writers, art directors, and designers in the U.S. and Canada

Clients: Kraft, Capital One, Blue Shield California, Newcastle Brown Ale, Applegate, Mohegan Sun Casino

VP, Creative Director

Leo Burnett | Chicago, IL

Jan 2010 – July 2011

Worldwide creative lead on Blackberry, managing teams in Chicago, London, and Paris

Creative Director

zig | Toronto, Canada and Chicago, IL

Oct 2002 – Jan 2010

Clients: Unilever, Ikea, Best Buy, Country Music Television, Molson, Playboy, Harvard Business Review

Art Director

Cundari | Toronto, Canada

July 1998 – Oct 2002

Clients: BMW, Land Rover, Siemens, Mini, Rogers Wireless

EDUCATION

Graphic Design

George Brown College | Toronto, Canada

Sept 1995 – June 1998

High School

St. Michael's College School | Toronto, Canada

Sept 1989 – June 1994

HIGHLIGHTED ACCOLADES

5X Cannes Lions winner, 3X Effies, 5X Shorty Awards, 2X Clio Awards, D&AD, The One Show, Work showcased at the Museum of Modern Art, Ellen Degeneres declared two of my commercials among her all-time favorites

CORE COMPETENCIES

Brand & Content Strategy, Creative Direction and Production, Team and Budget Management, Demand Generation

INTERESTS

Family (wife and two kids), Travelling, Sports (running, weight training), Cooking, Sports cards and memorabilia