

LORI
SMITH

credentials

LORI SMITH

2-12th Street #511
Hoboken, New Jersey 07030

phone:

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LinkedIn

<http://www.linkedin.com/in/lorismith>

branding marketing pr

objective

To secure a challenging creative marketing assignment where design, messaging and consumer insight are absolute requirements. Prefer a progressive company where energy, compassion and fun are valued. Or a “not so progressive” company looking for an infusion of creativity. Very open to an opportunity to work as a marketing/pr liaison for a non-profit foundation affiliated with a major corporation.

education

University of Pennsylvania, Wharton School

BBA, Cum Laude, Class of 1984

Concentration: Marketing & Entrepreneurial Management

corporate experience

- **Freelance Brand & Marketing Consultant**

myagency, llc / February 2005 to present

Created a business entity to facilitate project-based client work. As a result of opportunities presented, decided to change my employment status to achieve scheduling flexibility, increase exposure to new clients. Worked with Celebrity Chef Todd English, Joy Magnano (Ingenious Designs) Independent Entrepreneur, PR Firms–Zeno Group/Division of Edelman, Coburn Communications Worldwide, Restaurant Marketing–Marriott Hotels Marketing/Seattle, Harrah’s & MGM, Real Estate–Applied Development Brand Agency–Sterling Group and Givaudan WW–as Brand Lead / Consultant.

- **VP, Brand Creation (New e-Commerce Platform)**

GivaudanAccess.com / January 2001–February 2005

Spearheaded the creation of a new B2B, e-commerce brand. Responsible for all logo development, creative, branding, advertising, communication and media relations. Managed all creative decisions for a global virtual team of 60 located across four continents to achieve a consistent look and feel. Managed all web and collateral creation, agency relations, special events + external press relations. Won AIGA Client Award for Branding and the Fragrance Foundation’s Fifi Award for Breakthrough Innovation. Pitched major trade media and scored 100% coverage in all targeted press at launch.

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- **CEO Assignment : Special Project - Brand for IPO**

Givaudan Fragrances Worldwide / July 1999-July 2000

Led the development of a Corporate Brand Position + Brand Identity for the Givaudan IPO. Award winning Logo Design + Investor Collateral. Lead creative on the launch team for internet / intranet design, contributing brand style, usability insights + creative content. Created the first "Style Guide" for the global organization to assure a consistent, but creative look & feel across regions, divisions and media, both online + offline. Key agency liaison for pr, advertising, branding and design.

- **Director, Client Marketing + Corporate PR (Resident Futurist)**

Givaudan Fragrances Worldwide / July 1992-July 1999

Directed all pr and advertising initiatives for the Fragrance division worldwide. Identified emerging trends in popular culture and translated ideas into new products and concepts for key clients. Worked with the top companies in fragrances, cosmetics, specialty retail, beauty, fashion and consumer products companies. Worked on 1,000+ creative briefs, established a new business licensing initiative and secured my place on a highly competitive team known as the "most creative" in the industry at that time.

- **Director of Marketing + Consumer Research**

International Flavors & Fragrances (IFF) / March 1986-October 1989

Responsible for consumer research and creative marketing support for the consumer products division for key international clients. Created a proprietary consumer research technique that identifies a consumer's perception of a fragrance and fit to concept. Promoted to a newly created position responsible for identifying trends and developing proactive + exclusive new product concepts for key clients.

- **Fashion Management Program**

Campus Sportswear (Le Tigre) / September 1984-October 1985

Selected by the Chairman to develop a research method to predict color and style trends three years in advance. Assigned to support the launch of a new men's clothing division working in both design and marketing groups. Responsible for presenting the line to major retailers and fashion editors.

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- **Bruce Bachmeier, Global Head of Human Resources**

bruce_r.bachmeier@givaudan.com

“In the course of the last 8 years Lori reported directly to me in various capacities. Initially, being involved with the brand positioning of Givaudan following its spin-off from Roche. Subsequently, Lori was involved with the start-up for Givaudan's on-line business (Givaudan/Access) and most recently the re-branding of Givaudan in 2005. During that time her creativity, marketing expertise and trend forecasting skills were extremely instrumental in the success of those initiatives. This involved brand design, messaging and imaging as well as intranet/internet design, advertising, communications and project management. Additionally, her project management skills, initiative and resourcefulness in a collaborative environment were very much valued. I would highly recommend Lori for any type of role within the areas of marketing, branding, trend forecasting and/or sales.”

- **Simon Williams, CEO, Sterling Brands**

simon.w@sterlingbrands.com

“Lori is first and foremost a creative soul who thrives in the marketing and branding arena. She understands what clients need, she understands what consultants need to do. And she does it all with great flair and charisma.”
Top qualities: Personable, High Integrity, Creative

- **J. Colin O'Neill / President, Givaudan Fragrances USA**

colin.oneill@givaudan.com

“Lori is a creative catalyst, with a designers eye, a business view and an energy that inspires all to deliver the very best. Working with Lori for over ten years, she is an extremely capable individual who understands consumer motivations and can develop brand strategies that surpass typical marketing lexicon. Lori helped us develop and launch our Givaudan Access brand and was also instrumental in the branding and messaging of Givaudan when we went public in 2000. The visual identity, brand architecture and corporate style guidelines were all developed under her direction. If you are looking for someone to put the perfect look and feel against an idea, there is no one better....period!”

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- **Marcus Hewitt, Chief Creative Officer at Dragon Rouge**

marcus@marcushewitt.com

“Lori is smart, fun and dedicated. She is passionate about great design and strategically aware of the big picture. If it hadn't been for Lori - one of the most successful identity projects I've worked on would never have happened! Highly recommended.”

- **Maurizio Volpi,
Head of Global Marketing & Consumer Research, Givaudan**

maurizio.volpi@givaudan.com

“Lori is a very passionate person with an amazing drive for excellence and a very creative approach to all she does. Also she is committed and you'll be sure she can make it happen!”

- **Steven Gala, Executive VP / GivaudanAccess, Givaudan**

steven.gala@givaudan.com

“Lori is a creative force and brings a significant capability to think in ways most people miss. She can give a new and innovative approach when others only see a "me too" solution. Lori is creative, enthusiastic and self-motivated. One would never have to ask Lori to "take action". I highly recommend Lori to any team that needs creativity, innovation and energy.”

- **Angie Lee, CEO, Biscuit Technologies**

alee@cheesed.com

“I have worked with Lori on projects for both her own company and for her clients. She is smart and creative in terms of finding the right marketing solution for the right situation. She has an infectious passion for making things the best that they can be (given budget and time constraints), which leads to polished strategies and beautiful visuals.”

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• **Jan Lenferink, President-W. Europe at Danisco**
jan.lenferink@danisco.com

“At GivaudanAccess, Lori was responsible for marketing & communication and she did perform these tasks in a very professional manner. She showed leadership and determination when initially she had to guide the internal stakeholders thru the prioritization process onto decision making. During the execution phase she acted as a seasoned expert, leading her team and delivering within set deadlines. Very important was her intimate knowledge of the GA customers and the experience they would have interacting with GA. All this was done to the utmost satisfaction of her managers.”

• **Sid Shah, Head of Web Centre, Givaudan**
sid.shah@givaudan.com

“I have had the great pleasure to work with Lori at GivaudanAccess. As Interactive Services (technical development team) Manager, I worked closely with Lori to ensure alignment between the technical and marketing teams. During our interactions she has impressed me with her ability to provide simple and efficient solutions to complex problems. Lori is a hard-working, devoted individual who puts in 110% to ensure the delivery of the best product and or service.”

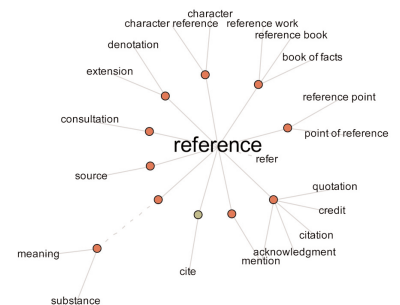
• **Rose T. Hoyle, Owner, RTH Consultant & Contractor**
rose.hoyle@hotmail.com

“Lori is a creative talent. She truly understands the consumer and is able to identify trends early on. She is great at brainstorming and idea generation. She enjoys a challenge. Her enthusiasm creates an atmosphere that is both fun and productive.”

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Creative and Press Portfolio available on request

reference



Source: Visual Thesaurus



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Excerpt from Agency Press Release

Something a little different happened at this year's Las Vegas PEEP Show Awards on July 20, 2002, the annual event recognizing the best in design sponsored by the American Institute of Graphic Arts (AIGA). For the first time the judges recognized a client in addition to the usual accolades for creative work by advertising and design agency personal. This year's local Peep Show Awards was the largest with more than 300 entries from 35 design studios and advertising agencies.

Lori Smith, vice president of marketing, of GivaudanAccess received the first ever PEEP SHOW Client Award for her guidance in maintaining the company's brand across different mediums. A client of Las Vegas-based agency V2 Creative, GivaudanAccess creates flavor and fragrance ingredients, which are produced for small to mid-size companies through an extensive online portfolio. The GivaudanAccess online portfolio is the first of its kind in the ingredient industry.

"The judges were so impressed with Givaudan's strong cohesive look, they felt other clients and designers should take notice," said Victor Rodriguez, AIGA President, regarding why the judges bestowed this special award.

Givaudan's work in advertising, packaging, interactive and press/sales kit was particularly noted from entries by V2 Creative which brought Smith's vision to life. Staff at V2 Creative who worked on the award-winning creative include: Vic Miera, principal and creative director; Dan Russo and Amberlee Engle, account services; Todd Ernst, Shannon Carpenter and Rick DeSoto, creative team; and Jim Magner, interactive specialist. V2 Creative's five individual PEEP Show entries all received awards with one gold, three silver and one bronze.

"Working with Lori Smith and Givaudan makes our job much more rewarding in producing effective and impactful creative," said Miera. "The special PEEP SHOW award is even more meaningful because the judges are considered to be the top designers in the United States." The judges were John Sayles, Sayles Graphic Design, Des Moines, Iowa; Supon Phornirunt, executive creative director of Multimedia Holdings, Inc., Washington, D.C.; and Kevin Wade, principal, Planet Propaganda, Madison, Wisconsin.

Additional comments from the judges about Givaudan work included: "We felt it was important to recognize when a client and agency work together in a fully integrated fashion. In particular, the overall consistency of the work done for GivaudanAccess was excellent."