



**Gregory J. Vennerholm**

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**QUALIFICATIONS**

Creative director with over twenty years of creating meaningful brand experiences for many of the world's most recognized brands. Extremely comfortable in creating large scale, data-driven sites that need flexibility to accommodate changing business needs. Talented mentor of young creatives in need of practical experience applied to business problems.

Adept at guiding experiences that need to live within several enterprise level executions, including .Net, MOSS (SharePoint), ATG and Java environments. Specializing in guiding experiences that need to be indexed by search engines as well as read by, well, humans.

Expert at working alongside technology teams and designing with their considerations in mind, with an eye toward delivering great experiences on time and within budget.

**PROFESSIONAL EXPERIENCE**

**Kreber**

Creative Director, Interactive (2010 - present)

Introduced into a primarily print-based organization to grow the company's offerings into relevant digital experiences. Successfully lead the transition of several retail catalogs into online projects, with conversion rates hovering near 20%. Lead strategy and creative development for an explorative advertising concept for two national retailers. Served as thought leadership consultant to several retail marketing organizations on behalf of the company. Lead account teams in bringing in new work, totalling \$375,000 in under six months.

Clients include:

- » **JC Penney**
- » **Sears**
- » **Lenovo Computer**
- » **Wolverine Worldwide**
- » **Dick's Sporting Goods**
- » **Jo-Ann Stores**
- (Merrell Shoes)

**Paul Werth Associates**

Creative Director, Digital Practice (2009 - 2010)

Built Werth's Digital Practice and built several partner relationships with local and regional partners to execute various programs. Managed several external partnerships to ensure on-time, on-budget program delivery. Implemented several programs that included the integration of social media into the mix of digital outreach.



Clients at Paul Werth Associates included:

- » American Municipal Power
- » The Ohio State University Alumni Association
- » The Ohio State University Medical Center
- » Ohio Business Development Council
- » The Marzetti Company
- » National Safe Boating Council
- » Progressive Medical
- » SafeAuto Insurance
- » White Castle Hamburgers
- » The Zangmeister Center

### **PurposeCreative, Inc.**

Principal, Creative Director (2003 - present - my freelance identity)

PurposeCreative provides independent design and communication consulting to many businesses and not-for-profit organizations. Often agencies will tap into my experience to augment their creative teams, or to handle projects that fall outside of their core skill sets. Other times, I engage directly with clients to help them achieve their design goals. My projects have been spread across both print and interactive engagements.

Agencies I've partnered with (as PurposeCreative) include:

- » Acappella Limited
- » Align Interactive
- » Avant Studio
- » Base Art Co.
- » Blue Diesel
- » GRIP Technologies
- » Lextant
- » Pontis Group
- » QuickSquare Technologies
- » Resource Interactive
- » Rocket Science + Design
- » Taillight Communications

Direct client work includes:

- » Scotts Miracle-Gro
- » AircraftLogs
- » Brannds
- » Craig Murdick Architecture
- » Dayton Media Technologies
- » Diebold Corporation
- » Dawson Resources
- » Exel Logistics
- » Flight Options
- » Future Path Medical
- » Leading Edge Consulting
- » The McKnight Group
- » Nationwide Insurance
- » NetJets Corporation
- » Nodalynx
- » Ohio Division of Wildlife
- » Ruscilli Construction
- » Sparkspace
- » Total Foot and Ankle of Ohio
- » Unyson Logistics
- » Znode

PurposeCreative also provided integrated design services (print and interactive) for many of the nation's leading ministries and churches. While personally satisfying, it's also a great way to use design to reach people. Some of the clients I've been able to help are:

- » Church on the Move
- » Columbus Jewish Day School
- » Elevate Youth Conferences
- » Gateway Fellowship
- » GodTV
- » MarriageToday
- » Oneighty
- » Trinity Fellowship
- » Vista Fellowship
- » Willie George Ministries



## **Resource Interactive**

Associate Creative Director (2007 - 2008)

Designed multi-brand experiences and managed creative teams with tight integration with technology partners. Sourced and managed development partner relationships both domestically (Ohio, Massachusetts and Texas) and abroad (Costa Rica, Mexico and Bulgaria). Worked seamlessly with teams spanning creative, strategy and development to ensure branded experiences that met the client's needs, and the project's bottom line.

Brands included in this consumer-facing destination site are:

- » **Ortho**
- » **RoundUp**
- » **Scotts Wild Birdfood**
- » **Turbuilder**
- » **Osmocote**
- » **Miracle-Gro**
- » **Smith & Hawken**

## **EC Next**

Creative Services Manager (2005 - 2007)

Designed and managed dozens of online commerce platforms revolving around the importance of being "found" online. Search engine optimization of sites was a mandate of the design work, and has informed my work since. Worked closely with development teams in Ohio and Bulgaria to ensure pixel-perfect display of templated information that converted clicks to commerce.

## **Ten | Resource** (now Resource Interactive)

Associate Creative Director (1999 - 2004)

My first term at Resource, I spent my time leading teams on many nationally focused accounts. Projects included award-winning snowboard sites to corporate intranets to multi-lingual, globally managed online experiences.

Accounts that I lead creative teams on include:

- » **Burton Snowboard Company**
- » **HP**
- » **Wendy's International.**
- » **LimitedBrands**
- » **Buy.com**
- » **Ross Laboratories**
- » **Ford Motor Company**

## **Huffy Bicycle Company**

Manager, Digital Technology, Design Center (1997 - 1999)

## **Nova Creative Group, Inc.**

Associate Creative Director (1995 - 1997)

## **Visual Marketing Associates, Inc.**

Senior Designer (1989 - 1995)

## PROFESSIONAL TESTIMONIALS



“Greg Vennerholm is my top choice for clear creative design. I have worked with Venny for more than ten years and regard him as the go-to expert in design and web solutions. His creative philosophy embodies simplicity of purpose and ease of use, with success in focused messages highlighted by engaging design. Venny understands how to connect with consumers, and is always current with top technologies to reach target groups for call-to-action sales. Bonus – Venny is a great guy – easy to work with, and fun too! I recommend Venny for any marketing design opportunity requiring creative problem solving.

**Ann Hanson,**

Vice President of Marketing and Sales, THINK Mobility (*division of Ford Motor Co.*)

“My history working with Venny started back in '99. He was already pretty deep into the interactive, online frontier. So he has had the benefit of living through the development of the medium. Knowing from experience what has been tried, and what works. Venny has a range of perspectives from which he generates creative ideas. He is a consummate proponent of effective branding. Clear and effective communications are his favorite tools. He is not easily fooled by gimmicks, and doesn't suffer a fool's wasted effort. At the same time, he has been drawn to technology by the potential it affords toward innovation. Venny brings to it an emphasis on engagement and a strong support of messaging. Keen insights into usability drive a rigorous informational structure to his pieces. He makes sure that his creative executions are as functionally effective as they are beautiful.

Flexibility has allowed him to tackle subjects as diverse as Ford Motor Co., Wendy's and most recently some notably strong work for Scotts-MiracleGro. The work for Scotts brought together their diverse brand portfolio to engage with new consumer targets online. An intense understanding of the technology platform was needed to address content and design needs. But more importantly, the site enables community interactions for outdoor enthusiasts of all levels. On a personal level, I'd like to note his sense of integrity and respect for others. His teams and business partners always have a healthy dialogue that comes from honesty.

**Todd Yuzwa**

Creative Director, Resource Interactive

“Simply put, Venny's the best. His designs are always fresh and creative; his workstyle is straightforward and mature. His experience shows in every project he's a part of. We've partnered on dozens of projects, both online and print, and there's no one I'd rather work with.

**Gregor Gilliom**

Owner, Versatile Words

“Venny was an absolute godsend to our organization several years ago and he has played a vital creative role in MarriageToday ever since. He's willing and able to tackle anything and does it with a positive attitude and fresh design perspective. He took our interactive media to the next level and also did some marketing and product design for us. I've recommended him many times to my colleagues who are looking for an exceptional designer, and everyone that has interfaced with him says the same thing--Venny is superb!

**Brenton Evans**

Executive Vice President, MarriageToday



## PERSONAL NOTES

I'm an avid fan of Disney, as a study in the evolution of marketing, branding, and experiential design. I find that there are enormous lessons to be learned in many aspects of design. What a great way to "learn" while having fun.

I have served on several interactive show judging boards (RAMA, Lenser Summit, etc...), and actively seek opportunities to attend local and national events in order to stay connected to our community, outside the browser.

Golf is a passion of mine, and I welcome & enjoy taking clients out to do business on the course.

## PROFESSIONAL REFERENCES

### **Michael Bills**

Executive In Residence,  
Fisher College of Business,  
The Ohio State University  
mbills1@columbus.rr.com

### **Dana Farley Ellis**

Principal  
Dana Ellis Consulting  
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for nearly 20 years)*  
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### **Jon Leeke**

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Wired Campaigns  
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### **Gregor Gilliom**

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## PERSONAL REFERENCES

### **J. Allen Jones, III ESQ**

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### **Christian Fuellgraf**

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