



NICK BETRO

Creative. Strategic. Leader.

An international award-winning creative director, strategist and proven leader working with Fortune 500 companies in the luxury, automotive, building products, health care, and entertainment industries. Crafted result driven campaigns and initiatives in both B2B and B2C channels. The ability to align new product development, positioning and marketing communications with genuine customer needs, motivations and desires, to clearly differentiate brands in an increasingly competitive marketplace.

EXPERIENCE

SIGNET JEWELERS

2015 – Present

Vice President Creative & Production / 90below

Leader of “90below” internal creative and production agency for all Signet North America brands including Kay, Jared, Zales, Piercing Pagoda, and Peoples (Canada), along with their respective Outlet formats and Regional stores. Accountable for creative development of all marketing vehicles which reflect the unique brand positioning of the various store banners and their product brands. Responsible for department budget and production of complex projects including digital, collateral, direct marketing, in-store customer experience, and visual merchandising all required to deliver a considerable portion of annual sales. Through in-sourcing, cost reduction efforts, and implementation of new processes and procedures realized savings of more than **\$10M** in first 24 months.

TARKETT

2014 – 2015

Senior Director of Brand Experience / North America

Responsible for all customer and end-user touch points of the Tarkett North America brand for both commercial and residential business units through various and relevant distribution channels. Driving strategy and marketing initiatives in product sampling, merchandising, traditional and digital advertising, product websites and innovative trade show presence. Manage North America commercial marketing budget, product inventory for sampling and multiple direct reports. Led Value Stream Mapping team and initiative to create an ideal future state for more efficient residential merchandising.

BETRO, INC.

2012 – 2014

Brand/Strategy/Design

Developed brand strategy and sound business vision for various entities along with creative marketing tools and advertising platforms to support go-to-market strategies. Additionally, involved in the evaluation of potential start ups and their respective products for viable market placement.

HITCHCOCK FLEMING & ASSOCIATES, INC.

2010 – 2012

President/Chief Creative Officer

Led firm in strategic planning and creative development. Direct reports included; Account Services, Marketing Research, Creative, Digital/Interactive, Media, Production, Project Management, Public Relations. Managed five Vice Presidents and over 90 professional associates. Involved in contract negotiations and outsourcing/supplier relations. Integrated siloed departments and disciplines into unified and cohesive team.

Championed teams that built agency diversified business revenues on average of **25%** through the development of results based campaigns and initiatives. Fostered stronger alignment and focus within leadership team, management team, and all direct reports.



Led digital and creative teams to elevate the bar on concepts and execution, resulting in numerous industry awards and recognition. Garnered over **285** local, national and international industry awards along with the distinct recognition of "**Best of Show**" at The International WebAwards.

Developed strategies and executions for brand building, new product introductions and promotional marketing campaigns for brands like Goodyear, Glidden Paints, Liquid Nails, Louisiana Pacific, KraftMaid Cabinetry, Simonton Windows, and Choice Hotels International.

HITCHCOCK FLEMING & ASSOCIATES, INC.

2004 – 2010

VP/Executive Creative Director

Led creative/strategic execution of all creative and marketing efforts crafted and developed by firm. Instituted weekly status meetings and monthly department meetings with pre-determined topics and responsibilities. Fostered collaboration among creative and interactive teams along with breaking down barriers with Account Services. Creative executions ranged from national TV spots to detailed retail activation programs and promotions. Managed department members' workloads, accountability, evaluations and their individual development goals, along with mentoring and creating improved presentation capabilities.

BETRO COMMUNICATIONS, INC.

1994 – 2004

Principal/Owner

Created new company with little capital and no clients into a very successful and profitable creative design firm. Company grew year over year for 10+ years until merging with Hitchcock Fleming & Associates, Inc. Produced high design work which won several industry awards including "Best of Show." Developed strong client relationships which resulted in organic growth. Created complex programs and promotions from initial concept to finished piece which included supervising and procuring multiple outside vendors and fabricators.

HESELBART & MITTEN / MELDRUM & FEWSMITH

1988 – 1993

Associate Creative Director

Developed and crafted high profile advertising and marketing campaigns for Fortune 500 companies such as General Electric, 3M, Owens Corning, Black & Decker, Sherwin Williams along with Equal Sweetener, Cedar Point and KeyBank. Garnered multiple industry awards and successful ROI.

EDUCATION

The University of Akron, Graphic Design Degree, *Graduated with Distinction*

AFFILIATIONS

Project Executive - The University of Akron Research Foundation
Assisting in the creation and growth of enterprises and regional wealth.

Board Member - Stephen A. Comunale Jr. Family Cancer Foundation

Board Member - Akron Marathon Charitable Corporation

Board Member (*past*) - Akron Roundtable