

HAYLEY BURNHAM *

Brand Strategy and Innovation Leader

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I feel very lucky to have found a career doing what I love and what I do best: solving complex challenges with curiosity, critical thinking, and creativity. I'm also fortunate enough to have worked with some of the world's largest, most iconic brands—Walmart, Nike, Hilton, KraftHeinz, Microsoft; and with some of the most distinctive—Impossible, Magnolia Bakery, Red Bull, Jägermeister, Nordstrom, MTV.

As a brand strategy and innovation consultant, I transform, augment, or even start businesses: through re-setting a brand's foundational strategy, reorganizing a brand's product or service portfolio, or creating new products or services that meet unmet consumer needs. I also partner with brilliant creatives to turn foundational thinking into new brand identities, design systems, and brand experiences.

Ultimately, I always strive to create work that results in positive, meaningful, long-term change—for organizations, people, and culture at large. On top of being a strategic practitioner, I am passionate about empowering and growing teams, helping agencies crystalize their strategic offering, and collaborating with clients / internal teams to sell through ideas and deploy strategic initiatives throughout an organization. When I'm not working, you'll find me at my local yoga studio, walking my dog, Maisie, or on a roadtrip to upstate NY.

Capabilities

Brand Strategy & Architecture

Brand positioning & brand purpose; product / sub-brand / department proposition; brand & portfolio architecture; visual & verbal architecture

Innovation Strategy

New brand creation; new product development; category expansion & new futures strategy; signature experiences, concepts & prototypes

Design Strategy & Naming

Brand equity & brand experience auditing; distinctive asset analysis; brand territory creation; brand & product naming / naming strategy

Research Specialisms

Human-centered research design; ethnographic & focus-group moderation; immersive cultural research & semiotic analysis; executive stakeholder & expert engagement / interviews

Leadership Strengths

- Department leadership & capabilities growth
- Mentorship, skills development, team growth
- Business & organic client growth
- Executive client & stakeholder management

Judging, Mentorship, & Advocacy

- ADCOLOR Futures Mentor | 2023
- D&AD NewBlood Juror | 2024
- League of Badass Women Steering Committee

Industries

Food & Drink; Beer, Wine, & Spirits; Retail; Hospitality; Entertainment; Fashion; Fitness & Wellness; Beauty; Finance

Education / Training

University of Bristol—Philosophy & Psychology BSc
IDEOU—Design Thinking x AI Workshop Series
200-Hour Yoga Teacher Training | 2024

Experience

Jones Knowles Ritchie, New York

Group Strategy Director | 2020—2025

Responsible for \$15m+ of annual revenue across agency's pillar clients; led strategy work / strategy team for agency's biggest brand transformation projects; key driving force in elevating strategy team / agency's strategic product, and in growing team from 4 to 15; secured reputation-changing new business, and increased revenue from \$3-10m for JKR's largest client.

Key clients & projects: Walmart (global corporate rebrand + rebranding of Walmart private-brand portfolio); Nordstrom Rack (global rebrand); Impossible Foods (global rebrand); Kraft Heinz (rebranding of 15+ consumer brands); Magnolia Bakery (global rebrand); Planet Fitness (US rebrand); Hilton (Hampton global rebrand), plus brand and innovation consulting for Diageo, Simple Mills, Mars, ABInBev, 3M, & tier-1 investment bank. Multiple brand awards won; inc. for Velveeta, Nordstrom Rack, Impossible.

Anomaly, New York

Innovation Strategy Director | 2017—2020

Lead strategist within Anomaly's brand & innovation consulting division: led brand positioning, brand transformation, product development, new brand creation, new market identification, & brand launch workstreams for startups, consumer brands, and global corporations.

Key clients & projects: BRP (global corporate rebrand, strategy for expansion into EV); Abbott (Freestyle Libre brand & GTM strategy); Signet (brand architecture across flagship brands); Nordstrom (membership rebrand / naming); Hershey (Twizzler NPD); Diageo (brand-agnostic blue-sky innovation & thought-leadership); Coca-Cola (Odwalla rebrand), plus brand and innovation consulting for dosist, Panera, and other founder-led startups.

The Gild, London & New York

Strategist > Senior Strategist > Strategy Director | 2007—2017

Insight-led brand & innovation consultancy; led global brand strategy, new brand creation, and NPD projects for global brands in multiple categories. Moved from London to NYC in 2012 to launch The Gild's US offering in partnership with US-based CEO. Most tenured employee within business.

Key clients & projects: Nike (membership redefinition); MTV (MTV News brand strategy); Red Bull (new category expansion); Campari Group (brand and innovation strategy for 10+ brands); Coty (brand stretch strategy); Jägermeister (global brand strategy); Mars (cross-brand NPD), plus brand and innovation consulting for Lego, John Freida, Samsung, & Jason Wu.

David Jones, Sydney (Australia) | Marketing Coordinator | 2006
FCB Inferno, London (UK) | Account Executive | 2004—2005