

Consumer Products

Alegro Internacional	New product development--food product ideas for U.S. Hispanic market.
Coca-Cola	Consumer insights and product development for several beverage brands / program to develop ideas for Coca-Cola and McDonald's partnership.
Colgate-Palmolive	Consumer insight, product development and brand positioning.
Corning	Creative culture program and consulting on environmental design.
Dial	Creative design and experiential learning for company's Innovation Day.
Frito-Lay	New product development.
Gamesa Quaker	Creative coaching for training division to develop group as a consulting unit.
General Mills	Creative concepting and implementation of national snack food launch--- 5 markets, 30 cities, integrated launch / Product naming / Creative coaching for "Box Tops for Education" program/ Division team development and culture.
Heineken	Development of creative and strategy for marketing program.
Jack Daniels	Creative consulting to leverage and promote the Jack Daniels brand.
Kraft	New product development for healthy, on-the-go snacks.
Krispy Kreme	Creative concepting to build ideas that leverage Krispy Kreme's entry into coffee.
Mattel	Creative coaching for multiple brands, including Barbie / Creativity training within HR / Cultural consulting.
Minute Maid	Birdwatching program to gather consumer insights and turn the insights into new product innovations.
Moen	Creative coaching program with a cross-functional team to develop new products for a specific new niche market.
Oscar Mayer	Creative ideas to reinvigorate the Weiner mobile.
Procter & Gamble	New product development and positioning for brands within fabric care and beauty.
Pennzoil	Consumer-driven program to explore strategic directions for Pennzoil and Quaker State's synthetics businesses.
Quaker	Creative coaching and concepting for new product development / product naming in snacks category.
Rawlings	Brand positioning to leverage the brand's extensive history with a contemporary marketplace and consumer.
Schering Plough	Creativity training and team development.
Seagram's	Leadership development and experiential learning for HR professionals.



Retail / Apparel

Bass Pro Shops	Creative coaching and concepting for brand positioning.
Crate & Barrel	Creativity training and culture program.
Marshall Fields	Holiday promotion and event creative.
Nike	Experiential program within the footwear group to promote ideas and encourage team cohesion / Creativity training with marketing teams to improve creative briefs and relationships with partner agencies.
No Nonsense Legwear	Creative development and implementation of mobile promotion, "Take a Break Mobile Spa." / Creativity training and culture development for parent company Kayser-Roth.
Sara Lee Apparel	Positioning for brands such as Hanes Just My Size / Creative ideas for launching the "Tagless T" / Multiple creative programs with cross-functional teams for brand and product positioning, communications strategies, and improving relationships with key retailers.
Target	Internal culture program to unify marketing teams among Target, Marshall Fields, Mervin's and Dayton Hudson.
Timberland	Groundbreaking creative coaching for product development across footwear and apparel / creative exploration into company's long-term strategy.
Woolmark	Buzz-building promotion in New York: "The Sheepwalk," to promote the seasonless qualities of wool.

Manufacturing / Automotive

Bombardier (SeaDoo)	New product concepts and enhancements.
BMW	Promotional concepts and experiential development.
Ford Motor Company	Leadership training and development for management trainees: teaching tomorrow's leaders at Ford to lead for creative thinking.
Grupo Desc	Creative coaching for Information Technology group.
Cemex	Creativity training and idea development.
General Motors	Silverado launch - event creative and promotions for the largest truck launch in history / Ongoing promotional and product launch consulting.
Harley-Davidson	Creative development for 95th anniversary celebration in Washington D.C.



Services

American Airlines	Developed new ideas for AA Advantage program with American Airlines and Advantage Partners.
Courtyard by Marriott	Creative coaching and consulting to develop an internal service purpose statement and ideas for integrating the brand into all levels of training.
Capital One	Creative coaching for new products across various lines of business / Creativity training, culture consulting and program facilitation to encourage creative thinking among teams.
Ebay	Creative skills development for eBay design team.
EDS	Creativity training and coaching programs as part of the organization's larger innovation initiative.
JPMorgan Chase	Multiple programs for leadership and culture development, including event development, facilitation, content development and speaking.
Microsoft	Leadership development and culture work for X-box gaming studio.
Nationwide Insurance	An 18-mo. culture program to bridge Nationwide's external brand with the cultural identity on the inside
PriceWaterhouse Coopers	Leadership development and creative consulting.
Wachovia	Creative learning programs for HR professionals to build skills that they can use to guide internal teams.

Media / Entertainment

Fast Company	Event creative and partnership in designing and developing Real Time conferences.
Hendrick Motor Sports	Experiential program for Hendrick and its corporate partners to develop relationship-strengthening ideas and share best practices.
McGraw Hill	On-going consulting with Corporate Affairs leadership team and staff including design and facilitation of annual strategy retreats.
National Hockey League	Leadership and strategic vision development consulting.
TBS Superstation	Creative coaching and consulting to build TBS brand and develop internal network culture to produce stronger ideas.
Turner Classic Movies	Creative consulting on product, positioning, and promotion.
Universal Studios	Creative concepts for the launch of Jurassic Park 2.
Walt Disney Parks & Resorts	Creative support and consulting.



Non-Profit/Government/Academic

The Brookings Institute	Creativity training.
Richmond Chamber of Commerce	Experiential and leadership development programs to encourage new ideas for economic development in the Greater Richmond Region.
Virginia Museum of Fine Arts	Transformation project through positioning, outreach and the creation of a distinctive new exhibition series.
Virginia Community Policing Institute	Creativity training for organization / Customized training and consulting for more creative learning methods / Keynotes on creativity for National and Virginia conferences.
University of Virginia / The Darden School of Business Administration	Visiting Professorship, creativity training, and partnerships to bring creative thinking to business school curriculums / Designed and led creative programs for women's leadership, philanthropy, and development offices.

