



Kevin Clark | Biography | *Listening & Leading*

Who am I? | IBM executive emeritus for Brand and Values Experience and award-winning brand and business strategist and alpine skier. People know me today as a serial entrepreneur and category creator, author and catalyst for purposeful change. My leadership for executives and entrepreneurs sits at the intersection of client and customer wants and needs – and emerging social and technology trends. I use systems thinking to make organizations more accessible and easier to use for customers and stakeholders. Tens of billions of dollars in value are under management and created during my career.

What I do:

- Innovation catalyst and collaborator for making ideas real
- Design and conduct voice-of-the-customer research
- Create and manage new brands; refresh existing brands
- Name new companies, products, services and categories
- Design client and customer experiences and engagement
- Segment and prioritize marketplace opportunities
- Incubate new business models and strategies
- Discover strategic adjacencies that drive growth

Where I do it:

- **Content Evolution™** – Federation Leader & President
- **Choiceflows™** - CEO and co-founder
- **Ultisim™** – COO and co-founder
- **Storyvine** – Senior Adviser to CEO
- **TANJO** – Board of Directors member
- **Vennli** – Senior Adviser to CEO
- **IronOak Energy** – IronOak Brain Trust Member
- **Human-Centered Design Network of Japan**, Int’l Advisor
- **UNC** named Adams Advisor for Entrepreneurship
- **IBM** - executive emeritus

How I do it:

- Leadership
- Strategic innovation
- Systems thinking & design thinking
- Team- building
- Trust & collaboration practices
- Strategic listening & research

Interesting things I’ve done:

- **First Brand Steward for IBM ThinkPad**
- **IBM Think brand and business strategy (sale of IBM PC Company to Lenovo for \$1.8billion)**
- **IBM Director Brand & Values Experience**
- **Founder of the IBM Brand Experience Community (IBM brand valued by Interbrand at \$68.7b / #2 WW / #1 B2B brand)**
- **Author: Brandscendence™ brand strategy book**
- **Numerous professional papers on design thinking and human-centered design**
- **Co-creator of Integrated Marketing Communications**
- **Co-creator IBM Business Partner Program**
- **Introduced first IBM Laptop PC**
- **Redesign of NEC brand management (Tokyo)**
- **Toshiba Global Commerce Solutions customer requirements**
- **USC Moore Business School evolution strategy**
- **Invent IBM Client Wellness™/ C-Fitness™**
- **Invent multi-track client journey mapping**
- **Invent USE: User Strategic Experience**
- **Invent Clark Priority Map to guide resource and initiative selection**
- **Root Capital “Connected Capital” stakeholder segmentation strategy**
- **Engagement Strategy for IBM Client Briefing Centers WW – foundation for IBM Innovation Discovery**