

Shari Swan

CAREER AT-A-GLANCE

1995

Reebok Canada
Product Design
Director

MANAGEMENT

1997

Reebok Europe
Global Business
Director

2001

Mexx International
Global Marketing
Director

LEADERSHIP (NL, EU, USA, CAN, CHINA)

2003

**University of
Amsterdam**
Research Grant
Recipient &
Lecturer

2004

**Streative
Branding**
Founder, CEO

FOUNDER, INVESTOR, CEO

2016

Mole in A Minute
Founder, CEO

Streative Branding
Founder, Past CEO

Manoir du Moulin
Investor, CMO

GLOBAL MARKETING, BRAND & INSIGHT EXECUTIVE STRATEGIC GAME-CHANGER

A highly creative leader that inspires change and has a knack for driving corporate growth and sales with exponential results. I believe the next 'big thing' is small, and that consumer insight, open source and co-creation business models are critical to authentic brand development and growth.

MY MISSION

To build, transform and innovate the future of business while unleashing the enormous insight understanding and collaboration potential that exists between the consumer, maverick freelance minds and an organization.

MY STYLE

I am an up-close collaborator with some of the world's top brands and up-and-coming startups. My reputation is for creating gamechanging brand strategies and products that stimulate exponential growth by leveraging both internal and external resources. After working on the executive team for international sport and fashion retail giants Reebok and Mexx, I founded my own global branding and insight company, Streative Branding in Amsterdam. Via Streative, we've unpacked critical insights on consumer trends, behaviour and usage patterns and transformed this info into future-focused products, sales strategies and branding tools for executives at O2, Telefonica, Skype, McDonalds, Estée Lauder, Nike, Philips, Bacardi, Rituals, Starbucks, Givaudin, and many more.

MY BIG DEALS

1997: Responsible for creating a global product and marketing team that increased sales by 47% for Reebok's top client, Footlocker.

2001: I created and led a team of colleagues and agencies to relaunch the women's fashion brand, Mexx across 40 countries with a 20 million Euro budget. This supported the sale of the company to Liz Claiborne the following year.

2003: Received the then single largest research grant by AMFI (University of Amsterdam) to deliver a study on authentic consumer connection and co-creation and the role of education in that process.

2004: I launched Streative Branding, a 25 person, boutique consulting firm which has developed a network of over 400 consumer 'Moles' around the world who deliver unique insights, designs and branding strategy via a number of methodologies to the world's top brands.

2007: Streative won 2 prestigious design awards for the insight work, design, development and take-to-market strategy of the O2 Cocoon mobile phone. This after conceiving over 100 mobile phone designs, apps, marketing and sales concepts - 4 of which went to market and sold over 1 million units in total.

2008: Streative conducted global insight research over several years for Bacardi which transformed their flavour and cocktail recipe business by driving sales exponentially on the caipirinha and mojito products.

2013: Purchased, restored and launched Manoir du Moulin with my partner in Pays du Loire, France. MDM is a beautifully designed luxury boutique B&B concept that was ranked #1 on Trip Advisor for the first several years of operation. We have been featured in The Times, Red Magazine, Le Figaro and continue to win awards of excellence from Booking.com, Trip Advisor and The Times.

2016: Created and launched Mole in a Minute, a global insight, strategy and design co-creation technology platform. Our clients include UEFA Football, Three UK, Heineken, Royal Bank of Canada, McCain, LCBO, News UK, MLSE (Maple Leaf Sports & Entertainment), Air Miles and more.

2004-2019: I have lectured all over the world on the future of building relevant, consumer centric brands for the Financial Times, Monaco Media Forum, eG8, Picnic, Future Trends Conference, Customer of the Future, Tedx etc.

STREATIVEBRANDING.COM

MANOIRDUMOULIN.COM

MOLEINAMINUTE.COM

PARTNERS & FRIENDS

