



## **Thomas Holownia**

### ***Principal | Brand Strategist***

Tom Holownia has been described as “the perfect blend of strategy and creative.” His Blended Thinking<sup>SM</sup> has grown the bottom line for clients and agencies by yielding superior insights and translating them into more integrated and powerful brand communications. With award-winning work, Tom has driven results across a multitude of categories for companies including: Charles Schwab, Nortel Networks, AirTouch Cellular (now Verizon), Andersen Consulting (now Accenture), Unilever, Kraft Foods, Colgate-Palmolive, InSound Medical Technologies, Diageo, Discovery Channel Store and many more.

After earning his MBA at the Kellogg School of Management, Tom developed a reputation as a Y & R New York account executive who could tame challenging clients, while staying *on strategy and on brand*, across all customer touch points.

He ran a \$400M business for Unilever where, as brand manager, he launched successful new products and won an EFFIE Award for advertising effectiveness, which helped drive incremental share growth in a declining category.

Arriving on the West coast just as AirTouch Cellular was launching, Tom generated near 100% brand awareness in record time with industry award-winning communications. He led the brand’s first foray into database marketing, owned the market research function, and developed and launched the first “phone in a box” for nontraditional cellular channels.

Seduced, once again, by the consultative side of the blend, Tom tripled revenues to an all-time high at Addis, a brand design and consulting firm. He also led his team to a Gold CLIO for package design, which delivered solid in-store results and reinvigorated his client’s entire portfolio. He later tutored international clients of Fitch Worldwide in the best practices of branding.

As a board member for the non-profit organization C.E.O. Women (Creating Economic Opportunities for Women), Tom led a successful re-branding effort, which has been warmly embraced by all stakeholders: clients, board members, staff, and both individual and corporate donors alike. C.E.O. Women provides language and business training / coaching to non-English speaking immigrant and refugee women to empower them in establishing their own micro-enterprises or obtain better employment. ([www.ceowomen.org](http://www.ceowomen.org))

Tom speaks on a variety of topics related to marketing and branding, both publicly and to address specific client needs.

He lives in the San Francisco Bay Area with his wife, son and daughter, and their two dogs.