



WILLIAM JASPER WINANS

BRAND | COMMUNICATION | INNOVATION

OVERVIEW

Creative digital communications leader and brand champion with extensive experience conceiving and developing big ideas, building and motivating teams, collaborating cross-functionally to secure shared ownership, and efficiently executing customer-focused programs that deliver measurable business results.

- 7771 Blackford Drive, Chagrin Falls, OH 44022
- 440 715-3582 holler@williamwinans.com
- <http://www.williamwinans.com>

EDUCATION

BACHELOR OF FINE ART

Cleveland Institute of Art
Cleveland, OH USA

FILM DIRECTING MFA FELLOW

The Pennsylvania State University
State College, PA USA

ACTIVITIES

BOARD MEMBER

Cleveland Institute of Art
Cleveland, OH USA

FOLLOW ME

LinkedIn: [linkedin.com/in/williamwinans](https://www.linkedin.com/in/williamwinans)

Behance: [behance.net/william-winans](https://www.behance.net/william-winans)

REFERENCE

GRAFTON NUNES

President, Cleveland Institute of Art
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DANIEL COSGROVE

President, Abbott Valve, and Fitting
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JEFFREY ORR

Senior Director, Novant Health
Email: jorr@novanthealth.org

EXPERIENCE

SWAGELOK COMPANY

Jul 2008 - Aug 2017

SENIOR MANAGER, CUSTOMER INSIGHT

Charged with creating a new customer insight department to assist senior leadership with customer-centric decision making. Acted as a culture change agent on behalf of the company's first ever innovation program.

DIRECTOR, GLOBAL BRAND MANAGEMENT

Directed the brand and marketing communications over all international marketing efforts. Provided strategic counsel to executives on enhancing Swagelok brand perception for external and internal audiences.

DIRECTOR, EBUSINESS AND KNOWLEDGE MANAGEMENT

Led a relentless pursuit of innovative digital marketing, e-commerce, and technology programs for the benefit of our customers.

PROGRESSIVE INSURANCE

Mar 2007 - Jul 2008

INTERNET MARKETING - TEAM LEAD

Managed the marketing, web development, and measurement of the Online channel for Progressive's Commercial Vehicle Insurance line.

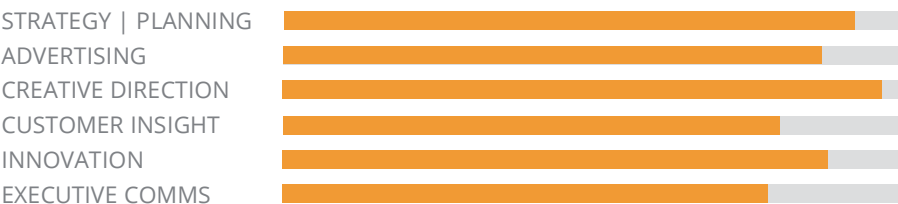
UNIVERSITY HOSPITALS

Apr 2004 - Mar 2007

INTERACTIVE MARKETING MANAGER

Managed the hospital systems digital marketing communications for 6 major hospitals and 95 medical service lines.

LEADERSHIP SKILLS



INTERESTS and PASSIONS

LEADERSHIP + MENTORSHIP + TRAVEL & CULTURE + FILM