

timothy cohers

objective

To develop and motivate creative teams to produce dynamic expressions of strategic positioning that deliver outsized results for client companies in highly competitive B2B and B2C markets

expertise

25 years positioning products and services for adoption and growth in consumer electronics, e-commerce, high technology, and retail. Managed creative and marketing teams as large as 40 and budgets up to \$36MM. Experienced in vision setting, strategic positioning, identity systems, launches, naming, site development, collateral programs, online and traditional advertising, packaging.

“He built a world class

creative team from

employment

the ground up...”

Patsy Hauer, VP Creative Services,

WalMart

Wal-Mart, Inc., Brisbane, CA
Creative Director, 2006-2008

Retail Brand Alliance, Enfield, CT
Vice President Creative Marketing, 2004-2005

Eddie Bauer, Redmond, WA
Divisional Vice President, Creative Director, 2003-2004

Nordstrom, Seattle, WA
Creative Director, Full Line Stores, 2002-2003

P3M Advertising, Los Gatos, CA
Vice President, Executive Creative Director, 1999-2002

LVL Advertising, Palo Alto, CA
Executive Creative Director, 1996-1999

Gap, Inc., San Francisco, CA
Vice President, Creative Director, 1988-1996

“I found Tim’s

management style

to be inspiring,

refreshing, empowering...”

Jonna Rossi, partner

Green Tea Group

projects and clients

PALM PILOT

Led the creative team that launched this highly successful Silicon Valley consumer electronics product— identity system, sitelet, signature graphic packaging, advertising, collateral, point of purchase materials. 1996-1998

VELO & NINO

Positioned Philips Mobile Computing handhelds as separate from down market consumer products the parent brand sold through mass merchandising outlets. Created special marketing materials— packaging, direct mail, ephemera, and advertising—that allowed these products entry into the consideration set for early adopters of cutting edge mobile products. 1998-1999

VITRIA

Established awareness at the C-level for Vitria Technology’s highly complex supply chain management solution, which competed head-to-head with much better known rivals (SAP, EDS, Oracle). Launched a sophisticated fear/uncertainty/doubt campaign along with an identity and materials that established Vitria as a recognized player in enterprise software. 2000-2002

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MATCHMAKER Created a compelling message for Matchmaker.com's online dating service with a signature look and a unified multi-media campaign that proved so successful the company's servers suffered multiple crashes from overuse. 2000-2001

P3M Developed a highly successful lead generation system for high cost, high consideration technology products while at this full-service Silicon Valley ad agency. This program combined traditional direct mail, tightly focused list management, and a provocative online delivery of sales materials that consistently produced a read-through rate of over 70%. 1999-2002

DOCUMENTUM Repositioned document-management company associated with pharmaceutical industry exclusively as a knowledge management solutions provider for the enterprise. 2000-2002

CATEGORIC Developed positioning platform for this software start-up that made alerts possible across multiple platforms and programs and created naming, identity, site, collateral, advertising. 1997-1998

LVL Led makeover of this Silicon Valley agency from that of a marketing communications production house to a full-service agency known for its powerful creative solutions. 1996-1999

WAL-MART Introduced the world's largest retailer to the strategy of seasonal in-store marketing programs to entice core customers to grow average purchase size. These highly successful in-store programs built sales momentum in a slow market for retail in general. 2006-2008

GAP, INC. Changed the core GAP brand into an arbiter of hipness and casual fashion by means of a black and white ad campaign celebrating individual style through celebrity endorsements. Dramatically expanded GAP's demographic appeal from simply teenagers to 20-somethings to 40-somethings, and beyond. Led teams that launched babyGap, Old Navy, and Gap Online. 1988-1996

"Tim is a brilliant eye and gets all the minutiae for great looking visuals."

Lisa Elin, Saatchi & Saatchi X.

education

M.A., New York University— American Art and Architectural History, 1980
M.F.A., Cornell University— Creative Writing, 1978
B.A., Beloit College— Creative Writing, Phi Beta Kappa, Cum Laude, 1975
Direct Marketing Certificate, New York University— Marketing, Statistics, Creative, and Finance, 1985