**CHRIS HEILE | Chief Strategy Officer**

As Chief Strategy Officer, Chris Heile oversees the work behind the work – ensuring all creative output aligns to the strategy. You see, creativity and strategy are often seen as very different disciplines in the agency business. Chris has built his career proving that they are inextricably linked.

Over nearly 30 years, Chris has led creative and innovation at some of the most progressive agencies in the region, setting vision for brands such as Welch’s, GE Healthcare, Procter & Gamble, Brown Forman, NFL, Valvoline and H.J. Heinz.

Chris recognizes the dynamic nature of marketing, messaging and branding and the need to prove that true creativity drives business success – so that’s what he does.

Chris earned his bachelor’s degree in business from University of Cincinnati.

**TOPICS**

Branding | Brand Architecture | Marketing Strategy | Culture | Corporate Identity | Consumer Behavior

**MEDIA CONTACT**

Carrie Phillippi, Public Relations Director, carrie.phillippi@intrinzicbrands.com 513-703-9626