

JARRETT KING

Creative Transformation | Operating Models | Strategic Operations
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PROFESSIONAL SUMMARY

Transformation executive who connects creative ambition with the strategy, organization, and execution required to drive growth. Builds and leads high-performing organizations and partnerships that turn bold ideas into exceptional work, stronger businesses, and lasting change. Brings a rare perspective shaped by leadership roles across global brands, agencies, in-house organizations, and consulting, grounded in human-centered insights and principles. Has built, scaled, and transformed organizations and capabilities across healthcare, financial services, and consumer brands, including Resmed, The Coca-Cola Company, and Synchrony (formerly GE Capital). Combines creative instincts with an operator's understanding of what it takes to rethink how organizations create value and execute at scale.

Teams led: Orgs up to 60, up to 9 direct reports • **Budgets managed:** \$300M in OPEX • **Organizational reach:** Supported teams of 250+

SELECTED CAREER HIGHLIGHTS: TRANSFORMING CREATIVE ORGANIZATIONS INTO GROWTH ENGINES

- **Creative & Organizational Transformation:** Built Resmed's first centralized global creative organization and co-led its first rebrand in more than a decade, establishing the operating model and partnerships to deliver the transformation in just six months.
- **Creativity as a Growth Lever:** Developed a repeatable experiential selling model that supported \$6B+ in new business growth at Synchrony, then applied the approach at Coca-Cola to help win a global hospitality partnership expected to generate \$1.5B+ in revenue.
- **Operating Model Transformation:** Transformed Synchrony's creative function into an award-winning strategic growth partner, scaling the organization from 25 to 50+, insourcing 70% of its workforce, and generating \$12M+ in savings while supporting \$6B+ in new business.
- **Enterprise Strategic Operations:** As Chief of Staff, led an operations team managing financials and annual priorities across seven global service lines within a 250+ person Coca-Cola marketing organization and its \$300M+ OPEX budget, helping operationalize the first 18 months of a major global marketing transformation.
- **Human-Centered Problem Solving:** Challenged assumptions about declining new-hire sentiment at Synchrony, using qualitative research to identify salary negotiations, rather than onboarding, as the root cause and redirect investment toward targeted manager training that improved employee sentiment.

CORE COMPETENCIES: TURNING CREATIVE AMBITION INTO ORGANIZATIONAL CAPABILITY

Strategy & Growth: Brand Strategy | Creative Strategy | Strategic Planning | Customer & Stakeholder Insight | Storytelling

Creative & Experience: Creative Leadership | Integrated Campaigns | Human-Centered Design | Service Design | Experience Strategy

Organization & Operations: Operating Model Design | Organizational Transformation | Strategic Operations | Executive Partnership

PROFESSIONAL EXPERIENCE: CREATIVE LEADERSHIP, STRATEGY & ORGANIZATIONAL TRANSFORMATION

Resmed (NYSE: RMD): \$5B global leader in sleep health and SleepTech

2023 – 2025 | San Diego, CA (Remote)

Head of Global Creative - Mar 2024 - Dec 2025

Promoted by Resmed's first Global CMO to architect and lead the company's first centralized creative organization, establishing the operating model, partnerships, and governance required to support enterprise brand transformation across six global markets. Led a team of 4 direct reports and 30+ indirect reports.

- Built a category-redefining consumer campaign designed to drive consumer demand for CPAP, increasing willingness to try therapy by 10% and informing future media investment strategy (2026 Gold Clio and Silver Effie winner).
- Co-led Resmed's first rebrand in over a decade, building CEO consensus around the most ambitious redesign option and delivering concept-to-launch in six months, repositioning the company as a global health technology leader.
- Established performance measurement and operating rhythms, embedding KPIs into quarterly business reviews to improve decision-making, optimize spend, and increase predictability across global markets.
- Rationalized a fragmented base of 30,000+ global suppliers to identify fewer than 100 agency partners, then established a preferred roster projected to reduce agency spend by 25%+ while strengthening strategic partnerships.

Head of Creative, North America - Mar 2023 - Mar 2024

Brought in to transform Resmed's North America creative team, reshaping its structure, capabilities, processes, and quality of work.

Introduced a more conceptual, consumer-inspired approach to a traditionally B2B creative model, enabling campaign ideas to work across B2B and B2C audiences and scale more effectively across global markets.

- Reframed Resmed's product launch approach from templated sales collateral to an integrated campaign architecture, establishing a repeatable model for future launches and earning a finalist nomination in the 2024 DTC Perspectives Advertising Awards for Best Medical Device Campaign.
- Introduced service design as a strategic capability, leading a six-month cross-functional initiative that identified friction across provider and consumer journeys and redirected marketing investment toward higher-converting customer experiences.

Global Director, Marketing Operations & Chief of Staff - Jan 2021 - May 2022

Promoted to serve as Chief of Staff during a global marketing transformation, leading operations and strategic planning for a 250+ person organization spanning seven global service lines. Managed planning, budgeting, executive operating rhythms, and cross-functional coordination across a \$300M+ annual marketing investment portfolio while helping operationalize the new operating model.

Director, Experience Design & Creative - Mar 2018 - Dec 2020

Recruited to transform a B2E creative team responsible for change marketing and global internal communications, shifting the function toward more audience-centered, campaign-based work designed to increase employee engagement and accelerate change adoption. Expanded the team's capabilities to include experience and service design, applying human-centered insights to organizational and communication challenges.

Synchrony Financial (NYSE: SYF): \$23B financial services leader, formerly GE Capital

May 2013 – Feb 2018 | Alpharetta, GA

Vice President, Creative

Selected to rehabilitate an in-house creative team operating as a cost center and required to pay for itself through a chargeback model. Corrected a \$500K deficit to full cost recovery within six months and generated \$12-15M in savings through operating efficiencies across tenure. Scaled team from 25 to 50+ and owned a \$4-6M P&L.

- Transformed GE Capital's creative services team into Synchrony's in-house agency through the company's IPO and spin-off from GE Capital, repositioning the function from cost center to strategic growth partner supporting \$5-7B in cumulative new business growth and helping drive Synchrony Bank deposits from \$6.5B to over \$30B.
- Built a business case and won approval from the CMO to insource 70% of the fully outsourced, contract-based creative team, resulting in over \$3M in annual cost savings.
- Introduced and applied human-centered design to uncover that salary negotiations, not onboarding, were driving new-hire dissatisfaction, avoiding costly mis-investment and enabling HR to deliver targeted manager training that boosted trust, confidence, and engagement.

Human Spark: Design research and innovation agency

Feb 2011 – May 2013 | Roswell, GA

Director, Delivery

Recruited by former Philips Design executive to lead delivery operations for a startup agency. Supported business development; owned scoping, estimating, and delivery of engagements with budgets up to \$2M. Led strategic research and experience design engagements for healthcare and consumer brands, translating customer insights into product and service innovation.

Early Career

Jan 2000 – Jan 2011 | Various

Various agency, consulting & brand-side roles – Early career spans agency, consulting, and brand-side roles with a consistent focus on digital strategy, experience design, and brand infrastructure. Led digital strategy and experience design engagements at Sapient and Atlanta-based boutique agencies. Built the original in-house agency for Georgia State University, unifying marketing and technology around a shared brand and content strategy. On the brand/client side, recruited by Philips to lead a global e-commerce redesign, representing North America within a global program management community.

EDUCATION, CERTIFICATION & PROFESSIONAL DEVELOPMENT

MS, Management (Organizational Behavior) | Georgia State University | Magna Cum Laude, Beta Gamma Sigma

BA, Journalism (Advertising/Public Relations) | University of South Carolina

Leadership Excellence and Accelerating Performance (LEAP) | Harvard Business Program, The Coca-Cola Company

Project Management Professional (PMP) | Project Management Institute (2005-2015)

THOUGHT LEADERSHIP & INDUSTRY RECOGNITION

Podcast Guest | The Mike Brunnick Show, The Unexpected Entrepreneur, 2026

Awards | 2026 Gold Clio, 2026 Silver Effie for "Love is in the Air" campaign, Resmed

Keynote Speaker | "A Seat at the Table," In-House Agency Forum Annual Conference, 2019

Author | "The Why Behind In-House Agency Closures," Cella In-House Creative Industry Report, 2019

Expert Source (quoted) | The Wall Street Journal on the rise of in-house agencies, 2018

Podcast Guest | In-House Agency Forum, "Taking Cues from the Customer," 2018