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SOCIAL
@ExposureOverload

Brand Growth, Design Strategy, Creative Leadership

Portfolio.

About Me



Brand Growth, Design Strategy, Creative Leadership

I'm an entrepreneurial creative leader who's helped successfully launch and scale brands and companies across industries — from interiors and furniture to CPG, wellness, and luxury. I'm known for my blend of deeply creative and analytical thinking, which brings a unique strength to business operations, marketing strategy, and brand development. Research, insight, and human behavior are central to how I work.

Born and raised outside Detroit, I've built my career across Chicago, Los Angeles, San Francisco, Rancho Mirage, and now New York City — always operating at the intersection of creativity, commerce, and design. I specialize in brand strategy, creative direction, and marketing leadership, helping brands launch, scale, and reposition for long-term, sustainable growth.

Over the past 15+ years, I've led global brand transformations, new product launches, and multi-channel marketing strategies that have generated over \$500M in revenue. I bring a hybrid perspective: part creative, part strategist, part business builder — with deep expertise across experiential, interiors, sourcing, and manufacturing.

My work is fueled by a global network of designers, architects, fabricators, retailers, and collectors, and by a lifelong passion for elevating extraordinary brands through human-centered, results-driven storytelling. I'm always looking ahead to what's next — and how creativity can drive meaningful impact.

Education: BFA, Interdisciplinary Studies in Entrepreneurial Business & Design - Columbia College Chicago | 2002 - 2006

Based in: New York, NY



RAPT STUDIO



SHARROW MARINE
THE FUTURE OF PROPULSION

VASHstudios.



Google

Saks Fifth Avenue

Gensler

FRIANT



CUBESPACE 科派

**RiO
CLEMENTI
HALE
STUDIOS**



AbsoluteCare®
BEYOND MEDICINE

VASH industries



adidas



BassamFellows

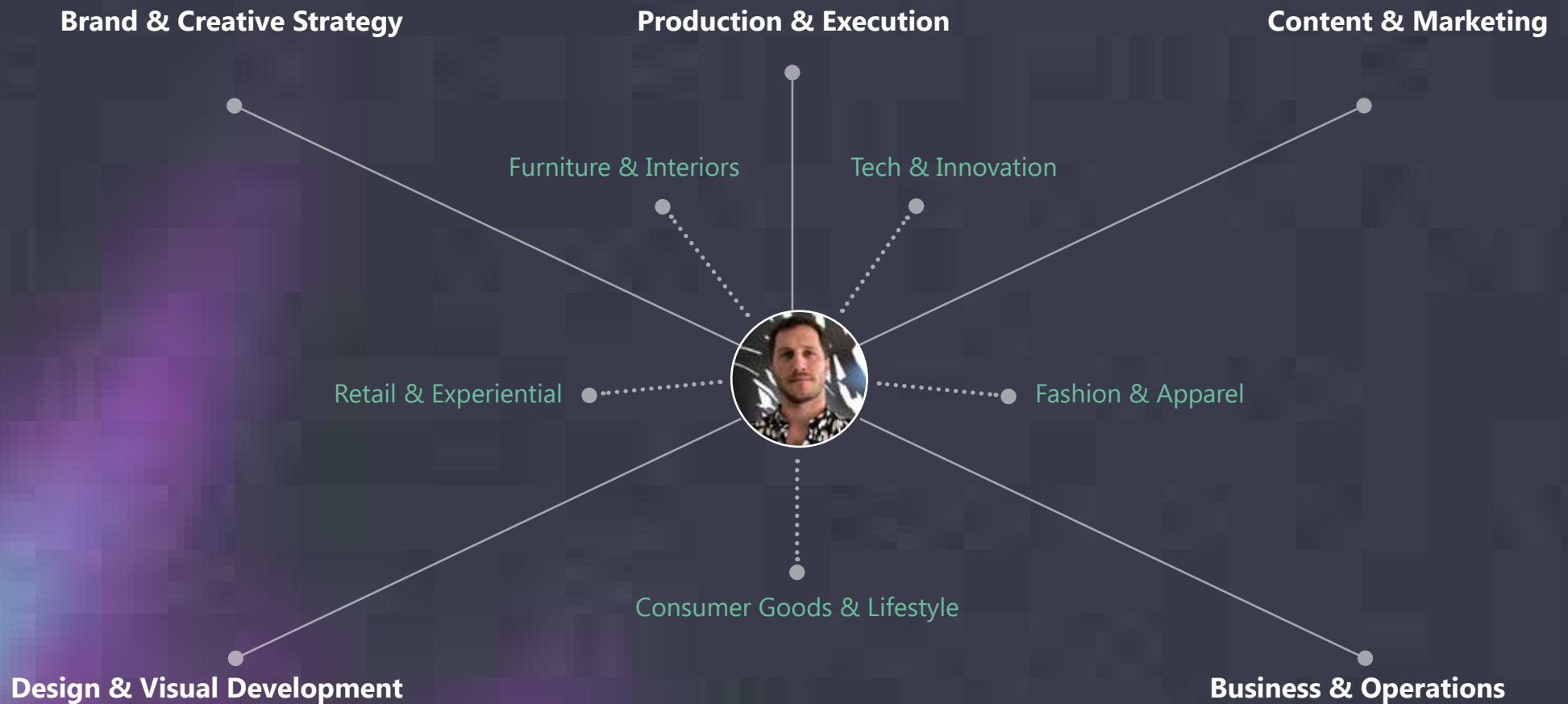
verizon



L A Xseries



What I Build & Where It Lives



Leadership | Strategy | Execution

How I Lead

I build and grow creative teams that move fast, think big, and deliver. I create structure without killing creativity, giving teams the space to explore while keeping projects on track. I mentor, guide, and push people to do the best work of their careers.

How I Work with Founders & Execs

I partner with CEOs and leadership teams to turn vision into reality. I connect creative with business goals, making sure branding, marketing, and design drive real impact. I simplify complex ideas, align teams, and get everyone moving in the same direction.

My Creative Approach

I know what makes people stop, look, and engage. I build brands that people actually care about. My work is bold, strategic, and built to get results. Simple as that.

Positions I'm Built For:

Head of Brand

Chief Marketing Officer

Vice President of Marketing

Creative Director [CD, GCD, ECD]

Brand & Business Strategist

Director of Marketing & Communications

Head of Creative Strategy

Marketing & Brand Consultant

Founder, Creative Mind & Brand Architect

Creative & Business Leadership from the Ground Up

I didn't take the traditional agency path, I built my own. In 2007, during the recession, I became employee number one at a startup agency led by industry giants behind Jeep's legendary brand, global mergers, and market-defining strategies. The founders were Mike Vogel [CEO], Bill Morden [Chief Creative Officer], and Scott Thornton [EVP, BBDO Detroit].

While my peers were at Wieden+Kennedy and Leo Burnett, I was learning brand strategy firsthand, sharing desk space with industry leaders and mastering how to build teams, sell ideas, and push creative boundaries.

Building Brands & Driving Growth

For the next decade, I led marketing and communications in global furniture manufacturing, helping brands bring award-winning interiors to life. In every role, I built operations from the ground up, developing scalable strategies that drove awareness and revenue growth.

CitrusMelon - Strategy & Design, Elevated

In 2022, I launched CitrusMelon, my creative studio and a bold expression of my expertise. Every project in this portfolio is creative-directed and written by me, showcasing my approach to design, storytelling, and brand positioning. I work across roles like Art Director, Creative Director, and Brand & Marketing Strategist.

CitrusMelon
BRANDING | DESIGN | STRATEGY

WORK



Catalog - MASHstudios [Top], ReadyMade Furniture [Bottom]

High-end Corporate Headquarters.

Defining Branded Office Furniture™ MASHstudios

Scaling MASHstudios | Growth & Partnerships

I led marketing, sales strategy, and brand creative direction, helping scale MASHstudios to \$50M+ in annual sales. Partnering with the founder, I secured multi-million dollar, long-term contracts.

Brand Reputation & Client Experience

From MASH's 25,000 sq. ft. LA campus, I ensured every client interaction, from material selection to large-scale installations, reinforced our reputation for award-winning corporate interiors.

Product line development and GTM

I positioned MASH for 1-3 year corporate build outs, securing deep client relationships and establishing it as a leader in high-end office environments.

Date: July 2014 - January 2019

Client: MASHstudios for Tech, Fashion, Beauty, Lifestyle and Leading A&D

Location: Los Angeles, CA

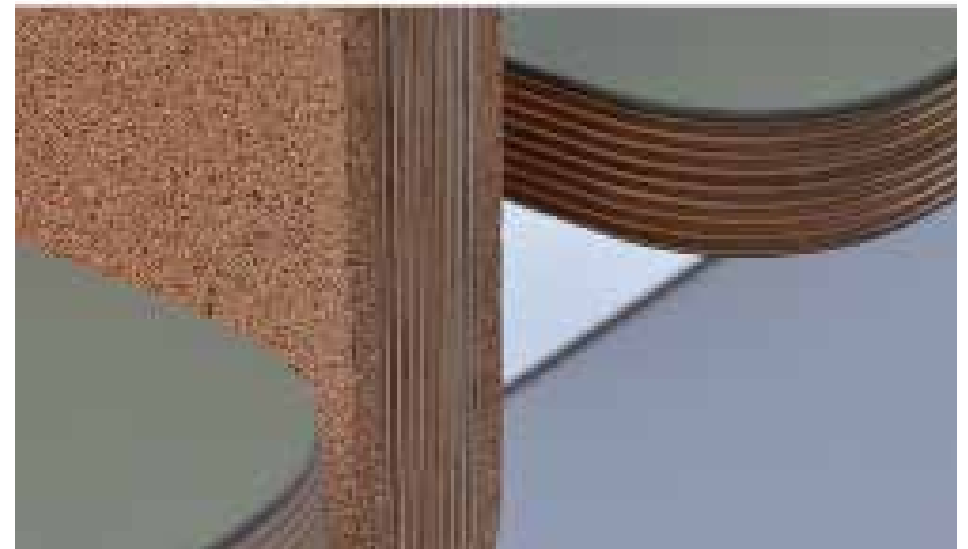
Title: Director of Marketing, Creative Director, Strategic Development



Portfolio



Patrick Thornton



Nike Global Height Adjustable Desk Material Kit - Designed to fit precisely on pallets, allowing 11 stations per pallet to reduce shipping costs and minimize potential damage.

Marketing MASHstudios: Selling Cool Without Selling Out

As ground zero for cutting-edge commercial furniture at scale, we shaped the future of high-end corporate interiors. How did we market cool? By making every client visit an experience - from the moment they entered the gates to curated tours through our studio, showroom, material library, and presentation spaces. The result was a reputation of trust, inspiration and partnership.



RAPT STUDIO

Gensler

STUDIOS

**RIOS
CLEMENTI
HALE
STUDIOS**

MMOSER ASSOCIATES

CREATING WORKPLACES FOR GLOBAL BUSINESS

Branded Office Furniture

When you build your world around the best corporate headquarters, the stories you tell become insights into culture, work styles, and evolving business needs. At MASHstudios, I led conversations across marketing, PR, and events to position the brand at the center of its own unique universe-where design wasn't just a product, but an experience.



Branded furniture materials were strategically chosen-natural wood inspired by basketball courts, tables made from recycled cleats, and lightweight, mobile furniture for flexibility. The MASHstudios x Nike partnership optimized design and manufacturing, ensuring maximum shipping efficiency with pallets engineered to fit five desks per load, eliminating wasted space and streamlining global distribution.

MASHstudios' work with Nike and its architects is ongoing, furnishing Nike's U.S. offices, including its NYC locations and global headquarters in Beaverton, Oregon.

Chanel's corporate interiors are black, simple, and timeless, reflecting the brand's iconic elegance. The MASHstudios collaboration drew inspiration from Chanel's packaging-sleek black boxes with hidden details.

The workspace featured shoe racks, inset mirrors, and touch-sensitive dimmable lighting, enhancing its refined minimalism. Crafted from oak and painted black, the furniture seamlessly aligned with Chanel's brand identity, while private storage and felt-lined drawers added discreet functionality.



Goop's office, designed by LA-based Rapt Studio, seamlessly integrated MASHstudios' standard product line with custom solutions.

The Wedge Sofa, launched by MASHstudios in 2016, naturally fit into the main gathering space. Designed for commercial and residential markets, it features integrated power, charging ports, and a smooth, seamless wool finish, enhancing its soft, sculptural form. Sold online and through retail and contract divisions, the Wedge Sofa became a versatile centerpiece in Goop's workspace.

A woman wearing a dark hijab and a white patterned top is looking at a large, ornate oval portrait of herself. The portrait is mounted on a wall in a gallery. In the background, other people are visible, and there are informational panels on the wall. One panel on the left has the word 'ART' visible. A sign in the bottom right corner reads 'PARENTAL ADVISORY'.

I've been helping tell the story of the modern office for a decade.





My role at MASHstudios wasn't just about design—it was about embedding myself in every aspect of the process, shaping the story from the inside out. I had full access to projects, working alongside photographers, clients, and vendors to document the journey, capture the details, and build a visual and strategic narrative that set MASH apart.

Balancing Independence & Integration: The Art of Multi-Brand Leadership

Building a Self-Sustaining Ecosystem

- Managed three distinct brands, each with its own story, price point, and market position
- Balanced offerings with in-house manufacturing to maintain financial independence
- Scaled MASHstudios sustainably without loans or outside buyouts
- Enabled long-term growth, allowing MASHstudios to focus on large-scale furniture packages for institutions and museums

MASHstudios.

LEAD DESIGN STUDIO - 55 People

Los Angeles, CA

B2B - Costume Furniture to Scale

MASH industries

STATE-OF-THE-ART MANUFACTURING - 145 People Los

Anaheim, CA

Studio Fabrication, Commercial Sales, B2B,

LAXseries

STANDARD PRODUCT - 6 People

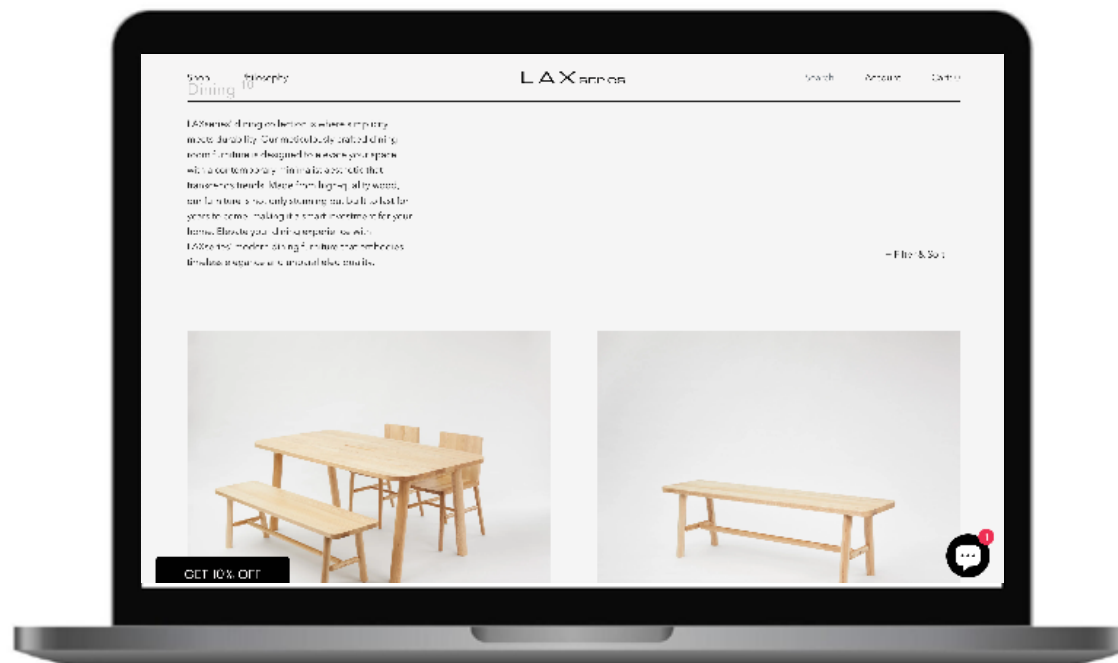
Los Angeles, CA

Consumer Product

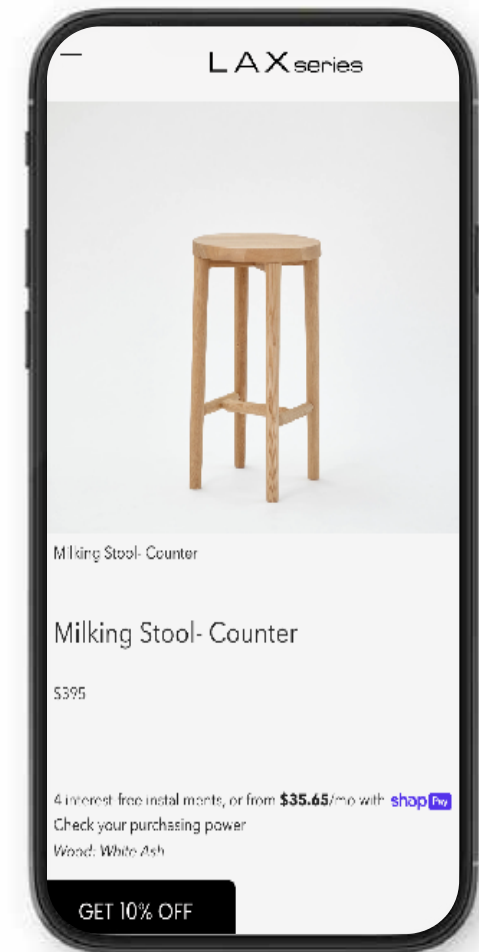


shopify

Website + E Commerce for LAXseries



Website + E Commerce - Desktop



Website + E Commerce - Mobile



Print



Product Line Brochures - LAXseries and ReadyMade Furniture



Catalog - ReadyMade Furniture



Animation



Animation





MASH HANSON

ICFF[®]
INTERNATIONAL
CONTEMPORARY
FURNITURE FAIR[®]

Spirits

Product Development - AI concepting - GTM

Brand Identity & Product Strategy

- Hired through CitrusMelon to create a fully market-ready vodka brand
- Developed bottle design, branding, and strategic product positioning

Go-To-Market Execution & Competitive Analysis

- Led go-to-market strategy and competitive analysis
- Designed in-store signage and placement strategy for brand differentiation

Marketing, Merchandising & Consumer Appeal

- Developed name, packaging, and promotional materials
- Created a premium brand presence for strong retail appeal and recognition
- Designed bottle and campaign messaging to maximize market impact

Date: August 2024

Client: Confidential

Location: Las Vegas

Scope: Concepting and AI Design, Research, Brand Development







Tamarisk C.C.

Strategic Sourcing & Design Execution

- Led sourcing, purchasing, and production for Tamarisk Country Club's interior renovation
- Oversaw custom seating, tables, and a 50-ft x 15-ft handwoven tapestry
- Partnered with LA creatives and master weavers in Oaxaca, completing the tapestry in seven months despite COVID-19 challenges

Project Management & Logistics Coordination

- Ensured an on-time reopening with no disruption to members
- Managed tariffs, taxes, manufacturing delays, and international shipping
- Worked alongside AD 100 architect Steven Harris and designer Lucien Reese Roberts to keep the project on track

Date: August 2020

Client: Tamarisk Country Club

Location: Rancho Mirage, CA

Role: Furniture sourcing and Manufacturing



Chairs, Banquettes, and Tapestry, sourced by me.

Healthcare

Healthcare Marketing & Research Expertise

Creative Strategy Backed by Multi-Million Dollar Research

- Led creative strategy for HAP [Health Alliance Plan], serving 500,000+ members
- Used multi-million-dollar research to reshape HAP's marketing approach
- Developed insights on how people engage with healthcare to drive strategy

Human-Centered Healthcare Messaging

- Built campaigns focused on peace of mind, trust, and security
- Made complex healthcare topics clear, engaging, and approachable
- Ensured messaging resonated with real people and their needs

Award-Winning & Industry-Shifting Work

- Developed messaging that reshaped industry standards and won awards, including The D Show Detroit [2014]
- Tackled key issues: socioeconomic disparities, mental health, accessibility, and at-risk communities
Ensured healthcare marketing reached the people who need it most

Agency & In-House Healthcare Experience

- Worked on both agency and in-house teams to develop authentic healthcare messaging
- Created strategies that help brands navigate regulations while staying human and impactful

Regional Focus & Impact

- Specialized in Detroit and Southern California, adapting messaging for diverse audiences
- Developed campaigns that address regional healthcare challenges and cultural differences
- Pushed creative boundaries while ensuring clarity, compliance, and engagement



Addiction Treatment That Works for You

COASTWISE
Addiction Treatment and Therapy
San Pedro, CA

Exceptional Care, Close to Home
For over 50 years and two generations our family-run business has been dedicated to serving the San Pedro community with compassionate and comprehensive care.

Services we offer:

- Intensive Outpatient Programs (IOP)
- Partial Hospitalization Programs (PHP)
- Addiction Treatment
- Therapy Services
- Family Support
- Testing and Monitoring

We accept PPO Insurance Plans, call us today to verify your insurance.

COASTWISE

Find Compassionate Addiction Treatment at Coastwise in Southern California.

- Specialized Support:** Tailored programs designed for the San Pedro community and surrounding areas.
- Compassionate Therapy:** Expert counseling to guide you through every step.
- Convenient Location:** Trusted care right here in San Pedro.

Coastwise Health is a proud multi-generational, family-run mental health and addiction treatment center serving the San Pedro community with dedication and compassion. Rooted in the values of trust, personalized care, and lasting support, we are here to help you and your family find peace and healing – whether you're seeking recovery, therapy, or guidance.

CUSTOMER ADDRESS
1111 STREET NAME
CITY, STATE
ZIP

SCAN TO

LEARN MORE

Discover the Coastwise Health difference.
Visit **CoastwiseHealth.com** or call **424-536-3002**.

We accept PPO Insurance Plans, call us today to verify your insurance.

Addiction Treatment That Works for You

COASTWISE
Addiction Treatment and Therapy
San Pedro, CA

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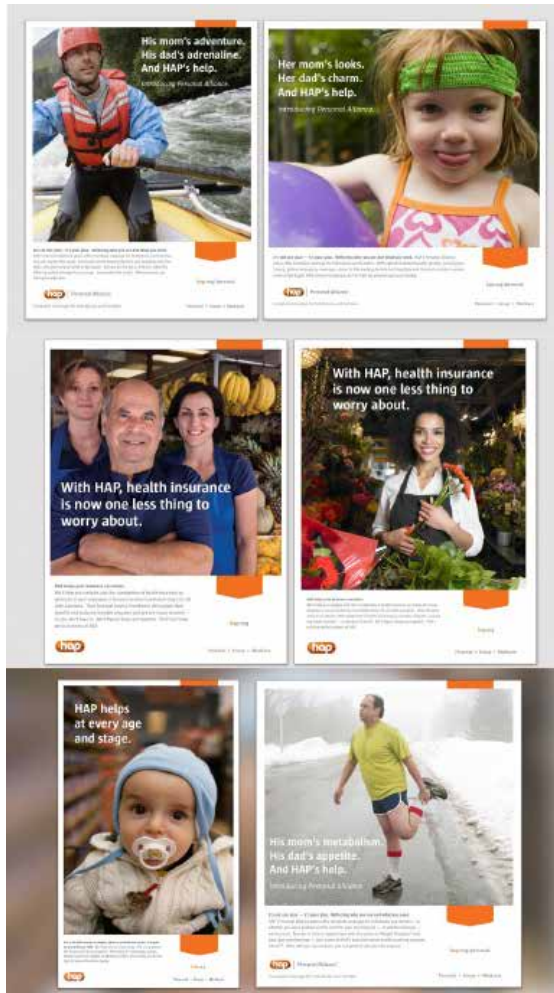
We proudly offer:

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- Family Support
- Testing and Monitoring

Direct Mail - Coastwise Health



Campaign - Henry Ford Health Systems



Campaign - Health Alliance Plan [HAP]

Introduction to AbsoluteCare[®], Your Partner in HIV Care.

Supporting Patients Before Their First Appointment

AbsoluteCare is more than just a healthcare provider, we are a comprehensive partner for patients living with HIV. We offer a holistic approach that includes primary care, HIV specialty care, behavioral health services, and social support.

Key Services for Patients:

- Medication management and adherence support
- Integrated behavioral health care
- Social services to address housing, food security, and more

Our collaborative care model ensures patients feel supported every step of the way. CHWs and TCMs play a vital role in connecting members to these services and preparing them for their first appointment.

Contact us at AbsoluteCare.com to discuss how we can support your patients together.



Absolutecare.com
Ethos or description tagline here

Partnering for Better HIV Care Outcomes.

Connecting Patients to Comprehensive, Compassionate Care.

AbsoluteCare specializes in providing comprehensive healthcare services with a focus on HIV care and prevention. We act as a trusted partner, linking individuals to timely care, treatment, and resources. Our approach integrates primary care, case management, and wraparound services to ensure patients receive the support they need.

Our collaborative model aligns with your efforts to make healthcare accessible and impactful. Together, we can improve outcomes for patients living with or at risk of HIV.

Learn how AbsoluteCare can support your patients.
Contact us at 1-800-647-2371 or visit AbsoluteCare.com

"Support your patients together."
- Maybe this is quote



Absolutecare.com
Ethos or description tagline here

Welcome to AbsoluteCare[®]


Your Journey to Better Health Starts Here

We're excited to welcome you to AbsoluteCare, where your health and well-being are our priority. Our team offers personalized care designed to support every aspect of your health, from primary care to specialty services. Here's What We Offer:

- Comprehensive HIV care, including medication management
- Behavioral health services for emotional well-being
- Social services to help with housing, food, and more

Your health journey is unique, and we're here to help you every step of the way.

**Have questions or need support?
Contact your care team or visit absolutecare.com**



Absolutecare.com
Ethos or description tagline here

Campaign - AbsoluteCare

We're In This Together.

Supportive. Compassionate. Confidential.

At AbsoluteCare, we're here to help you take control of your health. Our FREE HIV care services are designed to provide personalized treatment plans, medication management, and the support you need to thrive.

Our in-center care is tailored to meet your needs in a safe, judgment-free environment. Let's work together toward a healthier future.

Speak to a team member today to learn more about how we can help you.

HIV Testing, Support, and Care
Members receive this complimentary service as part of their insurance plan.

Visit AbsoluteCare.com



1-800-647-2371
Ethos or description tagline here

We are your AbsoluteCare[®]

Your Journey to Better Health Starts Here

Your health plan asked us to introduce ourselves and all that we offer. AbsoluteCare[®] is a personalized health care provider group. We simplify your health care and make it easier for you to get the care you need. Your health plan thinks you would be a great fit for our services!

Because your health plan referred you to us, you are already a member of AbsoluteCare! That means you qualify for many great FREE services. We will never send you a bill. We help you take care of your whole self. Sometimes, feeling better isn't just about taking medicine. We call it going Beyond Medicine.

We're here to help with all your health needs. We want to listen to you and understand how you feel. If you need help with housing, food, or getting your medicine delivered, we can do that too. We want you to feel safe and supported. Your health plan covers these services, so let's work together to help you feel your best.



You are the priority, welcome to AbsoluteCare.

AbsoluteCare[®] is a FREE personalized healthcare provider group that partners directly with insurance providers to enhance services and support for select members. We simplify your healthcare experience, making it easier for you to access the care you need.

The back of this card can be filled out with appointment details to share more of what makes AbsoluteCare[®] perfect for you and a leader in the field of healthcare.



Absolutecare.com
Ethos, description tagline, contact info here


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Absolutecare.com
Ethos, description tagline, contact info here

SHARROW™

Revolutionizing Marine
Performance with SHARROW™

Date: June 2024
Client: SHARROW MARINE™
Location: Detroit, MI
Scope: Brand Development, Creative Direction,
Digital Advertising

Brand Strategy & Market Positioning

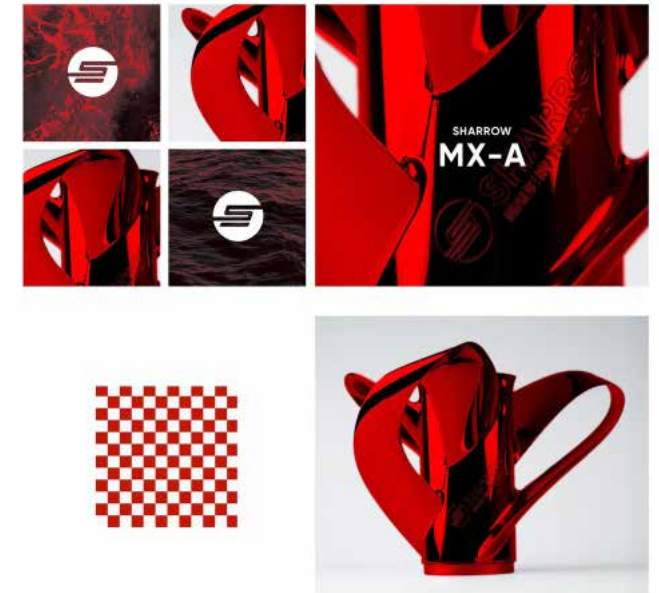
- Established Sharrow Marine as a leader in marine propulsion
- Built a cohesive messaging framework for brand consistency
- Positioned Sharrow as a category-defining innovator

Performance Marketing & Growth

- Managed a \$250K annual digital marketing budget
- Drove brand awareness, lead generation, and direct sales
- Optimized ROI through targeted ads, analytics, and media spend

Creative Leadership & Visual Storytelling

- Led high-impact digital content and brand storytelling
- Executed immersive campaigns with drone, live-action, and underwater footage
- Wrote all copy, securing "PROPEL YOUR ADVENTURE™" as a trademark





PAID SOCIAL - CREATIVE CONCEPTING, BRAND DEVELOPMENT AND STRATEGY,

THE NEW SHARROW MX-A

SHARROW MX GOES RED
 Introducing the MX-A, now available for 40-200 HP motors.

THE EVOLUTION OF THE SHARROW REVOLUTION
 Introducing the SHARROW MX-A, the newest addition to the award-winning SHARROW line, featuring all the industry best-in-class technology of the SHARROW PROPELLER in motor ratings from 40-200 HP.

COMFORT
 The SHARROW MX-A is designed to provide an unparalleled level of comfort and control for the operator.

CONTROL
 The SHARROW MX-A is designed to provide an unparalleled level of control and precision for the operator.

NOISE & VIBRATION
 The SHARROW MX-A is designed to provide an unparalleled level of noise and vibration reduction for the operator.

SPECIFYING AND ORDERING YOUR SHARROW PROPELLER
 The SHARROW MX-A is available in four different motor ratings, including 40-50, 55-75, 80-100, and 105-125 HP.

PRICING
 Model 40-50: \$1,999.00
 Model 55-75: \$2,999.00
 Model 80-100: \$3,999.00
 Model 105-125: \$4,999.00

SHARROW CARE
 The SHARROW MX-A is covered by a 3-year warranty, including labor and materials.

PROPEL YOUR ADVENTURES

THAT'S RIGHT, ADVENTURE. • FACT COMPANY • INNOVATION BY DESIGN • MARKET LEADER IN BOAT PROPULSION SINCE 1951
 800 66 02 26 • WWW.SHARROW.COM • 248 28 22 10 00 • 408 999 99 99 99 • PRICE IS LOW

THE NEW SHARROW MX-A

Now available for 40-200 HP motors and engineered for unparalleled comfort and control.

THE NEW SHARROW MX-A

Introducing the MX-A, now available for 40-200 HP motors. Crafted in steel and aluminum and engineered for unparalleled comfort and control.

SHARROW MX GOES RED.

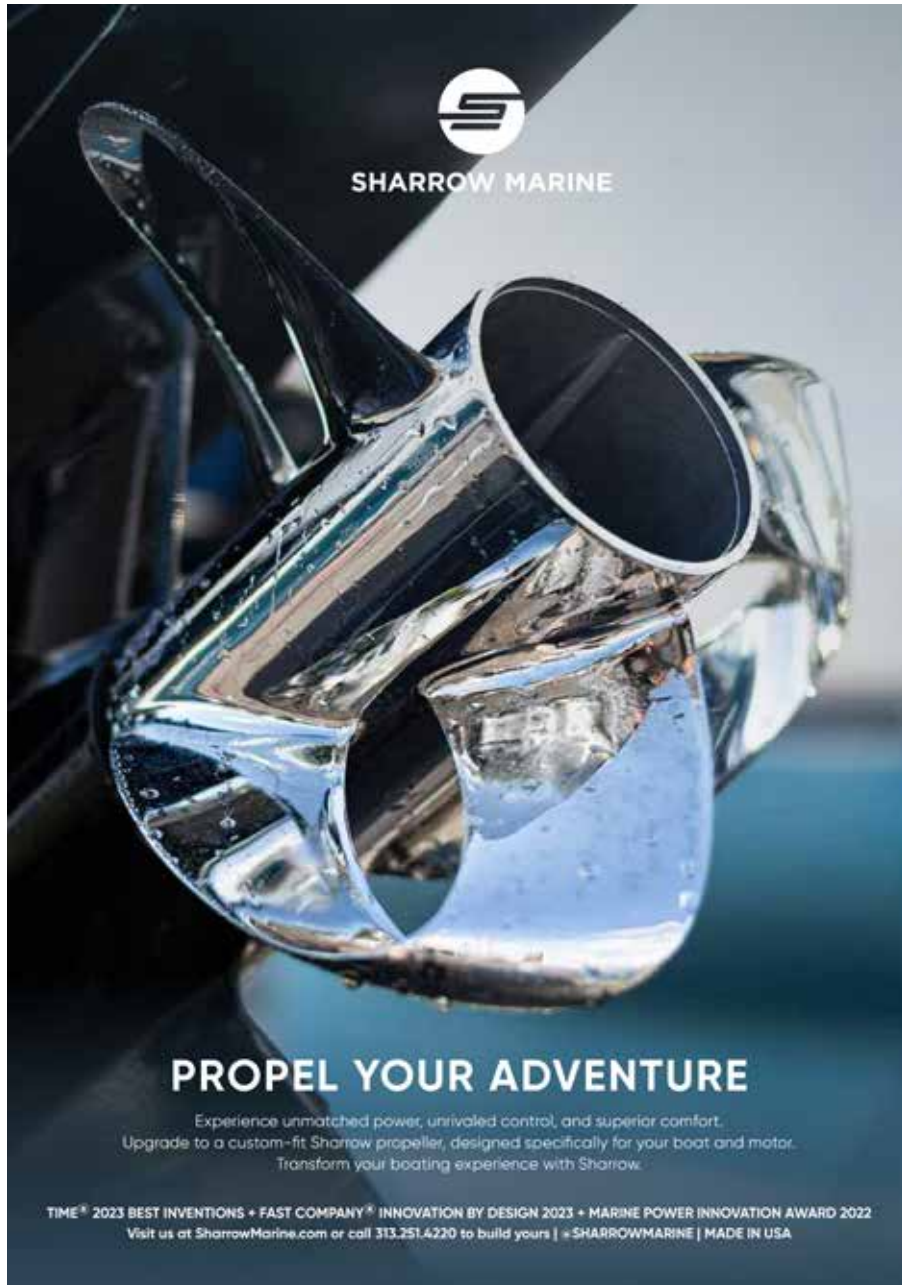
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DIGITAL BANNERS





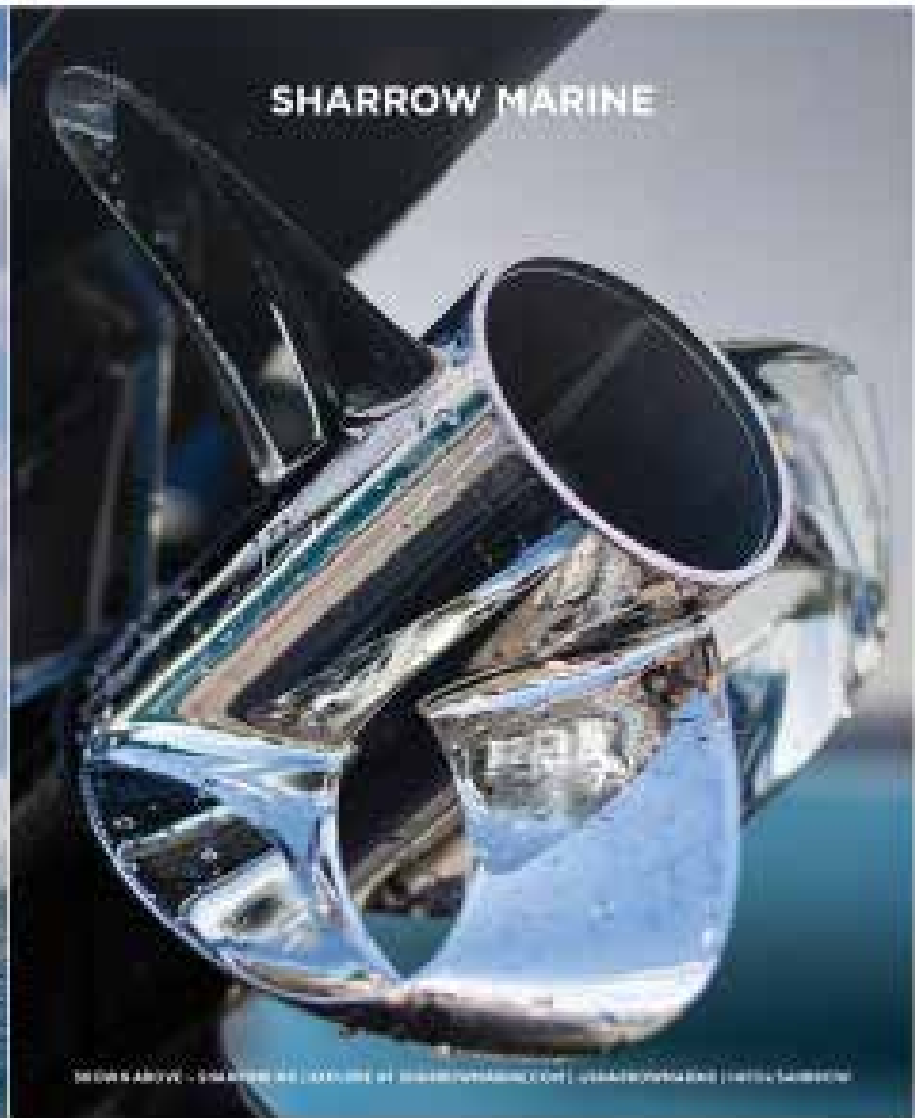
LOCATION SHOOTING



PRINT AND OUTDOOR



DIGITAL AND OUTDOOR



PRINT



CPG

Brand Design & GTM

Building Market-Ready Brands

- Partnered with a top CPG company managing product placement in major U.S. retailers
- Led brand identity, creative direction, and go-to-market strategy for Wholly Howlin
- Developed naming, packaging, and digital marketing for strong shelf appeal

Retail Success Through Strategic Execution

- Created a launch plan, promotional assets, and digital-first strategy
- Balanced branding with retail objectives to drive visibility and trust
- Positioned Wholly Howlin for retail success and sales growth

Date: March 2025
Client: Confidential
Location: Chicago, IL
Title: Creative Director



ICON AND BRAND ELEMENTS - 130





PACKAGING



BRAND LOGO



OUTDOOR - CHICAGO, IL



COMMERCE - B2B + B2C

FRIANT Workspace

Brand Strategy & Development, Creative Direction, Global Furniture Manufacturing, Sales & Dealer Network Management, Consumer Product Innovation, E-Commerce & Digital Expansion, Product Design & Development, Supply Chain Optimization, Logistics Strategy, and International Creative Team Leadership.

Date: January 2019-July 2022
Client: B2B, B2S, E commerce, Showrooms, Social, Events, Sales
Product Line: Full solution office furniture and home office products
Offices: Shanghai, China - San Francisco, CA - Charlottesville, VA
Title: Director of Marketing and Communications

Repositioning Friant - A Multi-Channel Brand Evolution

Brand Transformation & Market Positioning

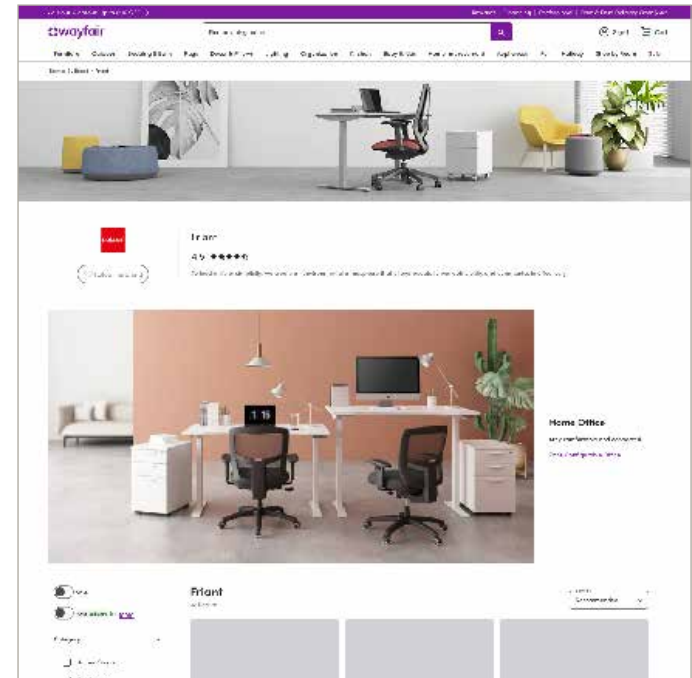
- Led Friant's shift from a low-reputation manufacturer to a top-tier global competitor
- Expanded beyond B2B into DTC, Amazon, and Wayfair
- Strengthened and lead a 75-person sales team and a 2,000+ dealer network
- Opened six new showrooms, increasing market presence

Product Innovation & Revenue Growth

- Directed product design, marketing, and digital sales for global competitiveness
- Developed global teams across the U.S. and China for 24/7 operations
- Reduced lead times by optimizing logistics, manufacturing, and dealer purchasing
- Created a new purchasing system for 18,000 SKUs, improving efficiency and P&L

Integrated Marketing & Scalable Sales Strategy

- Modernized Friant's product portfolio and sales infrastructure
- Built a fully integrated marketing and dealer experience
- Helped Friant surpass \$430 million in revenue, positioning it for long-term success



Global Manufacturing & Product Innovation | Leading Design, Development & Market Expansion Across B2B, B2C, & E-Commerce



Portfolio



Patrick Thornton

Turning Sales into Strategy: Reshaping a \$100M Business

1. The goal: Reshaping a \$100M Business to dominate market share

Brand Transformation & Identity

- Redefined Friant's brand personality, shifting from underdog to true competitor
- Embedded this identity across global industries, regional dealers, and sales teams
- Led a complete re-education of what Friant stood for

Sales Growth & Strategic Expansion

- Scaled sales from \$100M to \$430M, with \$2M driven by product development and digital expansion
- Built dealer shopping portals, B2B growth channels, and e-commerce platforms
- Overhauled sales strategy, growing to 75 salespeople and 2,000+ dealers
- Managed and aligned international teams for rapid, sustainable growth

2. Strategic Assessment & Planning

Using insights from the audit, we redefined Friant's vision positioning it as a total solutions provider. Developed a road map to expand product offerings and create a cohesive market identity.

4. Design Planning & Research

Conducted a full-scale assessment of marketing, design, logistics, finance, manufacturing, and operations. Engaged with sales reps, dealers, and competitors to map Friant's market position and identify key opportunities.

6. Testing & Manufacturing

Rolled out new product lines while refining manufacturing processes for scalability. Positioned Friant's offerings across multiple verticals, ensuring seamless integration between home, office, and contract furniture markets.

3. Team Alignment & Training

Implemented company-wide communication tools [Salesforce, Slack, Zoom, Teams] to streamline collaboration. Trained and equipped a 50-75 person sales force with new strategies, tools, and resources to maximize productivity.

5. Brand Activation & Market Prep

Developed a distinctive brand language, identity, and messaging strategy. Built an extensive asset library to ensure consistency across all marketing, sales, and product channels.

7. Pre-Launch & B2C Expansion

Conducted a full-scale assessment of marketing, design, logistics, finance, manufacturing, and operations. Engaged with sales reps, dealers, and competitors to map Friant's market position and identify key opportunities.

The key strategies that turned momentum into market dominance.

8. Large-Scale Brand Launch

Using insights from the audit, we redefined Friant's vision-positioning it as a total solutions provider. Developed a roadmap to expand product offerings and create a cohesive market identity.

10. Time for the fun!

Gaining momentum is one thing-keeping it is another. Post-launch, the focus shifts to refining operations, strengthening relationships, and driving continuous engagement. This phase is about evolution, keeping the energy alive, and the machine running at full speed.

9. Industry Events & Showroom Expansion

Implemented company-wide communication tools - Salesforce, Slack, Zoom, Teams' to streamline collaboration. Trained and equipped a 50-75 person sales force with new strategies, tools, and resources to maximize productivity.

Scaling Friant: From Underdog to Market Leader

At Friant, scaling wasn't just about selling more, it was about transforming the brand into a market leader while ensuring long-term sustainability. I led this shift by implementing a holistic strategy that combined brand positioning, product innovation, and digital expansion.

Brand & Market Positioning

- Redefined Friant's identity, evolving it from a low-cost manufacturer into a confident, competitive brand
- Unified global teams, dealers, and sales reps under a consistent brand message
- Achieved 20-37% year-over-year growth from 2019-2022

Product & Digital Expansion

- Expanded from 3 product lines to 9 categories, introducing 5-20 new products per category
- Launched B2B e-commerce, dealer portals, and direct sales channels
- Designed dealer shopping portals to streamline purchasing, reducing overhead and increasing efficiency
- Led a digital transformation that increased site traffic from 2,000 to 75,000 visits per month [3,650% growth]
- Generated millions of organic impressions through dynamic social, email, showroom, and CRM marketing

Sales & Growth Strategy

- Collaborated closely with sales to overhauled and trained a 75+ person sales team
- Activated a 2,000+ dealer network, driving total revenue beyond \$450M
- Established a scalable, self-sustaining growth model that positioned Friant as a true industry contender

This strategy didn't just boost short-term sales, it created a long-term blueprint for sustained growth in the office furniture industry.

FRĪANT

Jest

Soft Seating Collection

Pull up a seat with Jest, whether it be lounge, sofa, guest, or meeting. At the heart of the Jest collection lies a light-structured-foam seat, creating a simple seat with the same built-in soft and sophisticated style. To bring a dash of Jest into your office, the Jest collection works in a variety of settings.

[View More Jest Seating](#)



FRĪANT

DASH

Modern Desk Line

Fast, flexible and efficient. This is Dash, a modern desk line that features one and multi-compartments and completely flat. Organize your space with unified organization that enhances the modern office environment. Perfect for contemporary private offices to open workplaces, Dash can also integrate with our iconic panel system to allow for easy installation and quick reconfigurable accessibility with the latest power tools. Any way you work, Dash works with you.


[View More Dash](#)



SALES AND MARKETING



VISUAL IDENTITY



FRIANT

Apparel

Shaping Brands Through Strategy & Storytelling

Brand Work & Campaign Strategy

- Developed creative direction and marketing strategies for fashion and apparel brands.
- Led brand identity development, including logo, packaging, and visual storytelling.
- Crafted compelling narratives to align brands with their target audiences.

Pitch Decks & Market Positioning

- Created high-impact pitch decks for brand partnerships and investor presentations.
- Designed decks that articulate a brand's value proposition with clarity and visual appeal.
- Provided strategic recommendations to position brands for growth and differentiation.

Digital Campaigns & Advertising

- Directed multi-channel digital campaigns, including social media, e-commerce, and paid ads.
- Oversaw art direction for photoshoots, lookbooks, and campaign visuals.
- Collaborated with photographers, designers, and stylists to bring creative visions to life.



BRAND PRESENTATIONS, DIGITAL ADS, EMAIL ADVERTISING



PRINT



PRINT

Cor Cordium Productions

Cultural Storytelling



Animated Logo



Crafting a Brand Identity

- Partnered with Academy Award-winning producer Peter Spears to create the visual identity for Cor Cordium
- Defined the brand's positioning and storytelling, rooted in themes of love, longing, and deep emotional connection
- Aligned the brand's essence with Spears' work, including *Call Me by Your Name*

Strategic Creative Direction & Industry Relevance

- Designed a vintage-inspired logo influenced by 1970s queer culture
- Developed a distinct, era-referential brand identity that champions queer cinema and cultural preservation
- Created the animated Cor Cordium logo as the primary film credit slide, launching with *Swift Horses* starring Jacob Elordi

Industry Partnerships & Creative Collaboration

- Built a network of creative partnerships that drive long-term opportunities within LA and NY film, theater and production
- Positioned Cor Cordium as a legacy-driven brand for queer storytelling in cinema

Date: December 2024
Client: Cor Cordium Productions
Scope: Logo and concept development

Portfolio



COR
CORDIUM

PRODUCTION AND MANUFACTURING







2 years of events



Production



Production



Production



Social Content



Production

Large-Scale Production

MASH Ventures - Transforming Workspace into a Creative Studio

Production & Operations

- Established MASH Ventures as a top-tier production space for high-end interiors and furniture
- Managed 150+ crew and 500+ guests for large-scale productions
- Developed SOPs, legal agreements, and a sales strategy to scale operations

Marketing, Brand Positioning & Sales Strategy

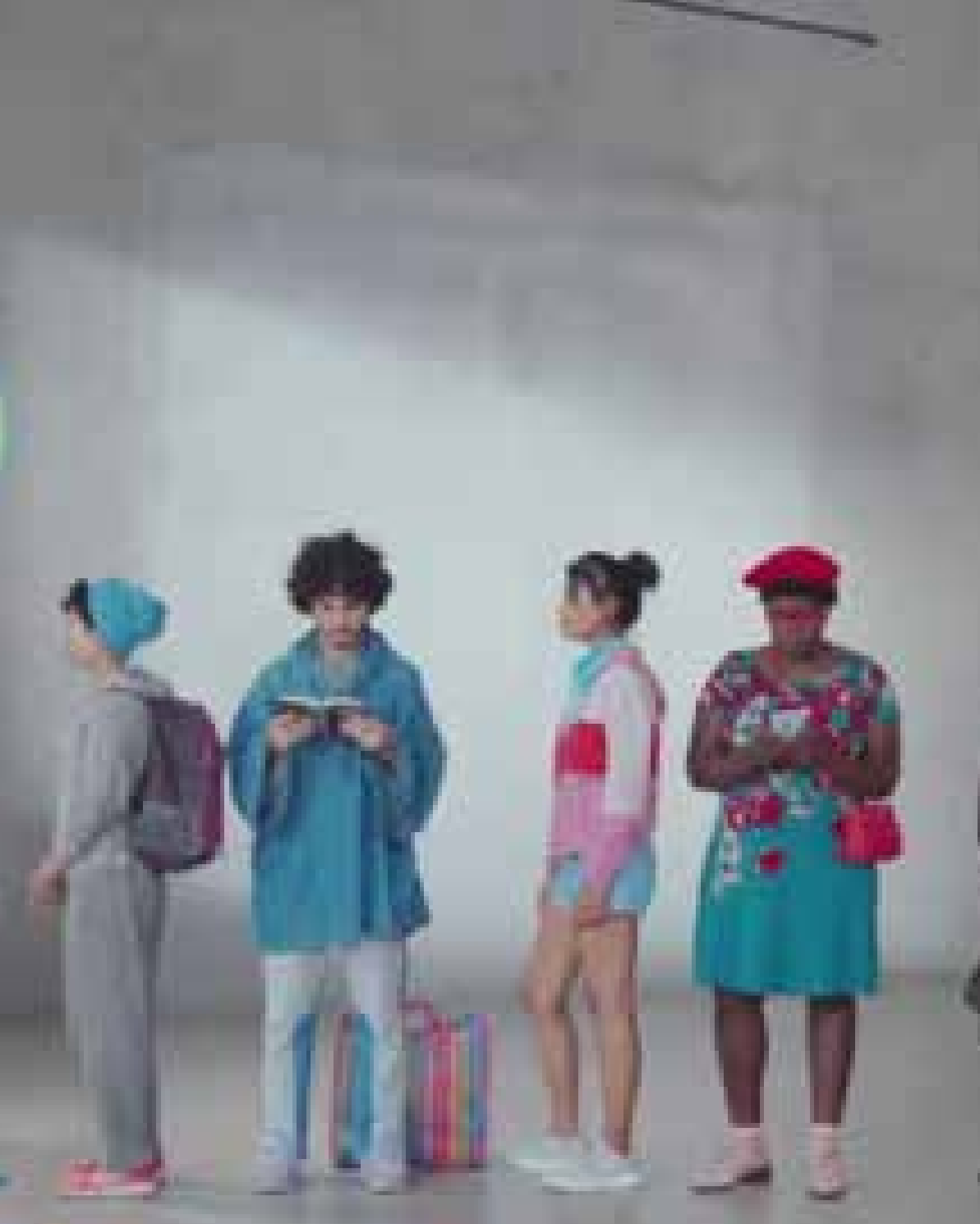
- Positioned MASH Ventures as a high-value creative hub
- Created all marketing materials and scaled rentals to \$15,000+ per day
- Featured on Google Home's product packaging as a premier creative space

Creative & Client Experience

- Strategically marketed the niche workspace category to attract top brands shooting in LA, boosting sales and client alignment for MASHstudios
- Drove financial stability and diversification by turning the space into an income-generating asset
- Hosted high-profile events and productions, including HBO's Insecure, Issa Rae's events, Beyoncé, and Cîroc
- Established MASH Ventures as a go-to space for premium creative production







Portfolio



Patrick Thornton



Manufacturing

Global Sourcing & Production Leadership

- Led product sourcing and development across Asia and North America
- Scaled production at Friant by working with factory partners in Asia, including company-owned and third-party manufacturers
- Refined product lines for niche markets and brought new collections to market

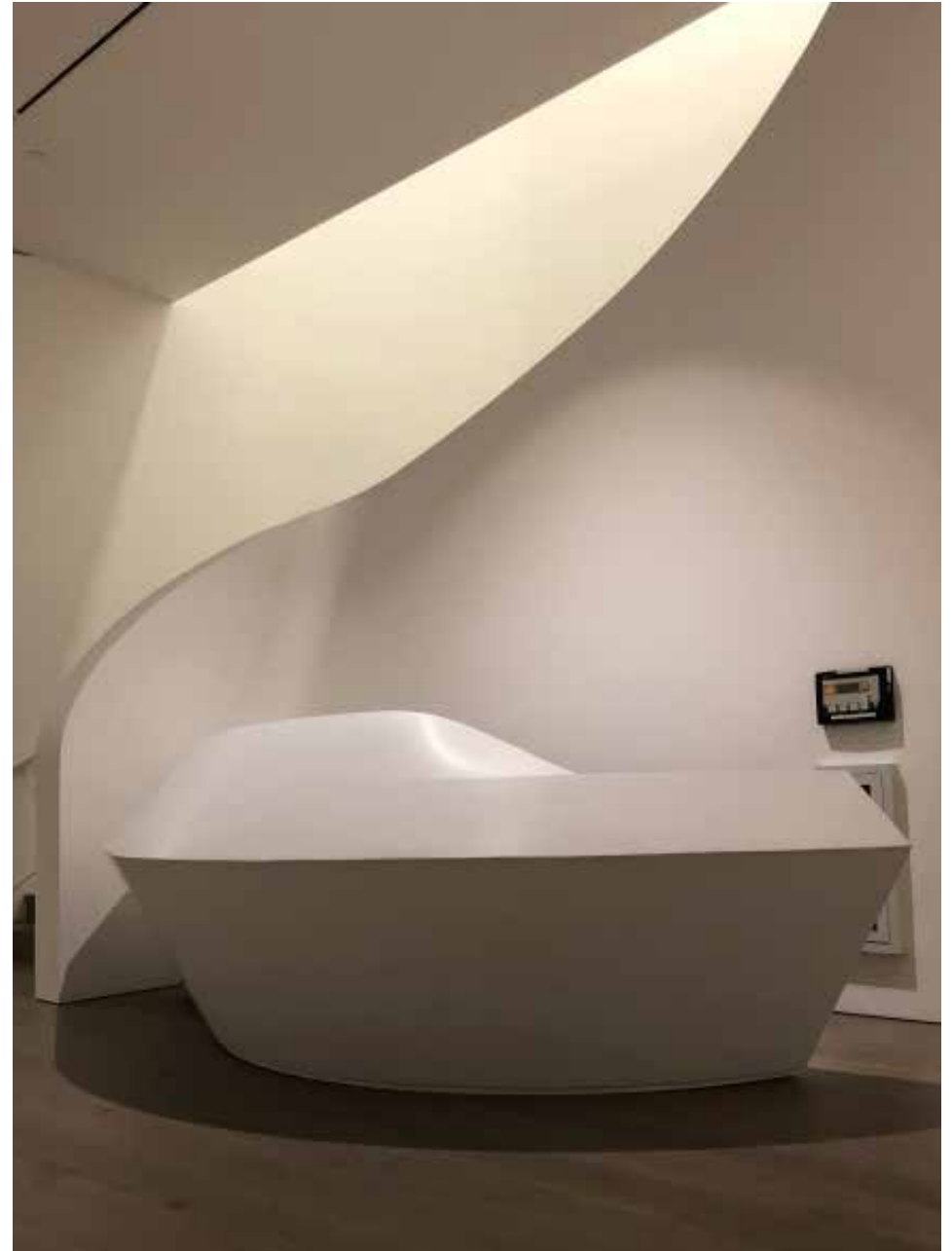
Strategic Partnerships & Operations

- Built key partnerships with factories, suppliers, and engineers to optimize costs and quality
- Streamlined workflows, contract negotiations, and production processes to support business growth
- Helped brands scale efficiently while maintaining top-tier design and craftsmanship

Go-to-Market & Brand Integration

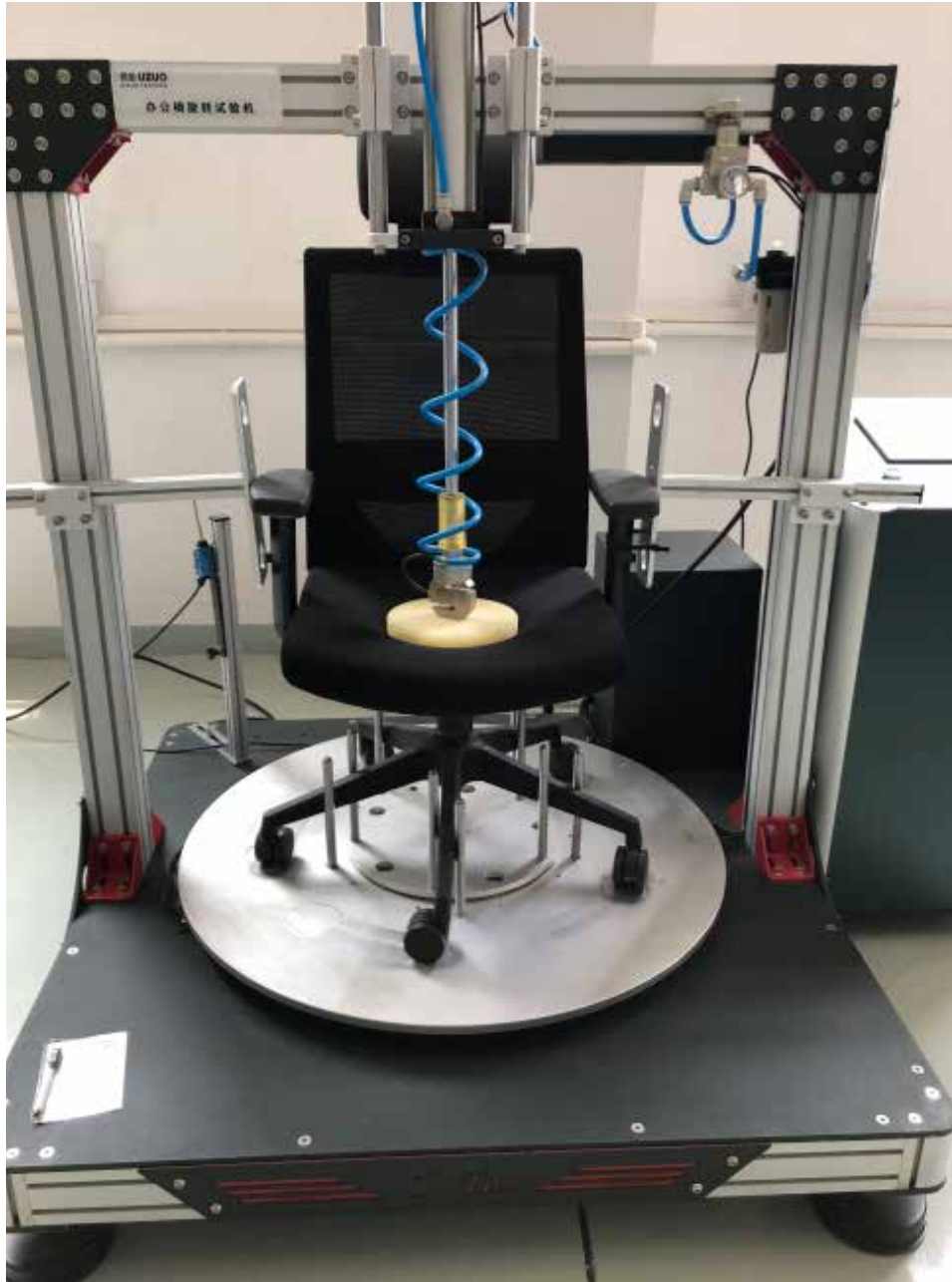
- Aligned product development with market strategy for seamless production to-sales execution
- Integrated design, sourcing, and branding to create high-impact product launches
- Successfully launched luxury furniture collections and consumer products with a focus on differentiation and market success











Portfolio



Patrick Thornton



THANK YOU

Patrick Thornton

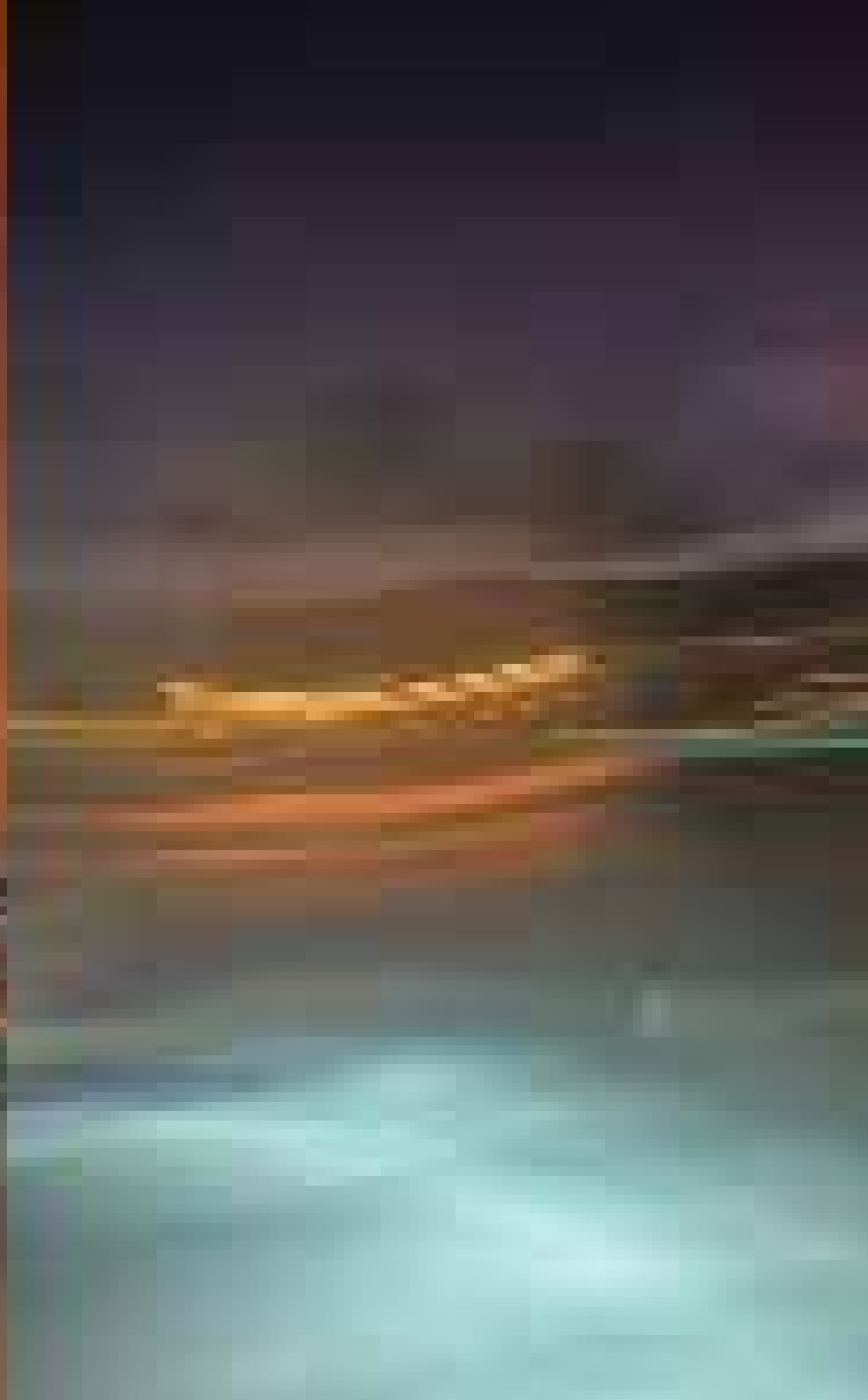
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NEW YORK, NY

WORK



Creative & Strategic Expertise

Brand & Creative Strategy

- Brand Identity, Positioning & Repositioning
- Go-To-Market Strategy & Execution
- Creative Direction & Concept Development
- Brand Storytelling & Messaging
- Market Research, Insights & Competitive Analysis

Design & Visual Development

- Art Direction & Visual Coordination
- Packaging & Product Branding
- Environmental & Spatial Design [Retail, Hospitality, Corporate Interiors]
- Digital, Graphic & UI/UX Design
- Brand Asset & Content System Development

Production & Execution

- Creative Coordination for Photography & Video Production
- Set Design, Styling & Art Production Oversight
- Print, Marketing Collateral & Asset Development
- Retail, Trade Show & Experiential Activations

Content & Marketing

- Advertising, Content Creation & Copywriting
- Multi-Channel Marketing & Campaign Strategy
- Social Media, Digital Strategy & Audience Engagement
- Influencer, Partnership & Brand Collaborations
- Paid Media & Performance Marketing Strategy

Business & Operations

- Creative Team Leadership & Project Coordination
- Process Development & Workflow Optimization
- Vendor, Manufacturing & Supply Chain Collaboration
- Sales Strategy, Dealer & B2B/B2C Network Integration
- Budgeting, Forecasting & Resource Management

Product Categories

Consumer Goods & Lifestyle

- * Luxury & Lifestyle Products
- * Consumer Packaged Goods [CPG]
- * Spirits & Beverage Branding [Vodka, Specialty Drinks]
- * Wellness & Beauty Products
- * Home & Kitchen Accessories

Furniture & Interiors

- * Residential & Commercial Furniture
- * Custom & Branded Office Furniture
- * Hospitality & Retail Interiors
- * Interior Design & Architectural Finishes
- * Lighting & Home Decor

Tech & Innovation

- * Marine & Boating Technology [SHARROW Propellers]
- * Smart Home & IoT Devices
- * E-Commerce & Digital Products
- * Industrial & Manufacturing Technologies

Fashion & Apparel

- * Luxury & Contemporary Apparel
- * Branded Merchandise & Accessories
- * Footwear & Sporting Goods

Retail & Experiential

- * Retail Store Environments & Pop-Ups
- * Trade Show & Event Branding
- * Experiential Marketing & Activations





Portfolio



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