



JENNIFER GROSSBARD

BRAND STRATEGIST · CREATIVE DIRECTOR

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US BASED · AUTHORIZED TO WORK · OPEN TO RELOCATION & TRAVEL · FULL-TIME · FRACTIONAL · ADVISORY

Brand strategist and creative director with 15+ years of international experience advising executive leadership through launch, growth and transformation.

Over the past fifteen years, I've led as the senior-most strategist within a WPP network agency and built and led my own multidisciplinary consultancy, helping organizations uncover strategic advantage, align stakeholders and translate insight into brands that drive measurable business results. Now based in the United States, I bring that global perspective and entrepreneurial leadership to companies at pivotal moments of change.

15+

YEARS

50+

ENGAGEMENTS

7

COUNTRIES

4

CONTINENTS

HOSPITALITY & DESTINATIONS · ENTERTAINMENT & ATTRACTIONS · FOOD & BEVERAGE · RETAIL & FMCG · COSMETICS ·
TECHNOLOGY & E-COMMERCE · CULTURE & EDUCATION · FINANCE · REAL ESTATE

SELECTED STRATEGIC ENGAGEMENTS

01 · REPOSITIONING · HILTON DOHA THE PEARL

38% → 82% INCREASE IN OCCUPANCY

Within one season

Developed the strategic positioning that transformed a residential-style hotel into a leisure-first destination. Built a cohesive brand platform across twelve distinct guest environments, all held by a single promise.

02 · BRAND LAUNCH · HILTON BAHRAIN

A NEW FLAGSHIP FOR HILTON

600 keys · one brand story, delivered by every department

Developed the brand positioning strategy and launch campaign for Bahrain's largest hotel, anchored in one big idea and master creative. Translated the strategy into the property's daily operations through department communications toolkits, guest experience activations and signature rituals.

03 · GO-TO-MARKET STRATEGY · RAW MIDDLE EAST

D2C → RETAIL

A wellness brand's year-long expansion strategy

Guided a cold-pressed juice brand's move from e-commerce into delivery apps, supermarkets and grab-and-go. Grounded the strategy in executive workshops, expert interviews and industry research, then defined the brand architecture, audience segments and communications matrix for the next phase of growth.

04 · PORTFOLIO ARCHITECTURE · DXB ENTERTAINMENTS

ONE SYSTEM, SEVEN BRANDS

Theme parks, waterparks, hospitality, destinations

Developed the master brand architecture for the group's full portfolio and future verticals. Evaluated standalone, monolithic and endorsed models before recommending a scalable structure that unified the portfolio while protecting sub-brand equity, with headroom for expansion into media and production.

EXPERIENCE

CO-FOUNDER & CREATIVE DIRECTOR

TRANSIT · DOHA, QATAR · SEPT 2013 – PRESENT

Co-founded and led a strategy-driven creative agency for over a decade, directing a core team of 8+ across strategy, design, content and digital, extended by a global network of freelance strategists and creatives collaborating remotely across time zones, while overseeing new business, client relationships and commercial performance.

- Advise executive leadership through launch, repositioning and transformation, defining the strategic positioning, narrative and brand systems that drive long-term growth.
- Direct brand strategy and creative leadership for clients including Hilton Doha The Pearl, Hilton Bahrain, DXB Entertainments, Qatar Development Bank, IMAR Holding, Webcor Group and RAW Middle East.
- Deliver work across the Gulf, North America, Europe and Africa, including a UK cosmetics line guided from strategy to shelf, now stocked at Sephora and Galeries Lafayette.
- Translate market research, stakeholder insight and commercial objectives into distinctive positioning platforms spanning verbal identity, customer experience, campaigns, physical environments and digital touchpoints.
- Design and facilitate executive workshops, leadership alignment sessions and brand implementation programs that embed strategy across organizations.

SENIOR STRATEGIC PLANNER

FITCH, A WPP COMPANY · DOHA, QATAR · JAN 2011 – AUG 2013

Led strategic branding engagements for Qatar's most prominent national institutions, including Qatar Foundation, Qatar Museums, Katara, Education Above All and The Pearl Qatar.

- Conducted executive interviews, stakeholder workshops, consumer research, trend analysis and mystery shopping to uncover opportunities for differentiation.
- Developed positioning strategies, brand architectures, customer journeys and identity platforms in partnership with executive leadership and multidisciplinary design teams.
- Served as the most senior strategist in the studio, with no one above me in the discipline, managing the strategic planning function and directing planners in partnership with design, client services and business development.

EXPERTISE

Brand Strategy · Brand Positioning · Brand Architecture · Go-to-Market Strategy · Strategic Narrative & Messaging · Executive Workshops & Facilitation · Market, Audience & Cultural Research · Competitive Analysis · Customer Experience Strategy · Customer Journey Mapping · Stakeholder Interviews · Creative Direction · Naming & Verbal Identity · Team Leadership & Development

EDUCATION

COLUMBIA UNIVERSITY

Bachelor of Arts in Philosophy · 2010

TOOLS

Adobe Creative Suite · WordPress, HTML & CSS · Generative AI for research, strategy and content development