

DAVID L. BATES

Strategic Creative Leader. Brand and Studio builder. Product Launcher. Bringer of Clarity and Progress.

PROFILE

Proven ability to build, refine, and lead creative teams and businesses. Exceptional ability to analyze business requirements, identify strengths and weaknesses, and design or refine strategies, processes, and teams to achieve effective growth. Passionate about growing internal talent.

COMPETENCIES

- ❑ Leadership, management, and team-building experience in Wholesale, Retail, Licensing, Private Label, Manufacturing, and Creative Services.
- ❑ Significant experience in Brand Development, Brand Management, Product Marketing, Product Design, Print, Packaging, Point of Sale, Broadcast, and In-Store Experience.
- ❑ In-depth knowledge of Branding and Strategy with a successful record of brand and product launches.

WORK EXPERIENCE

DAVID L. BATES CREATIVE

Owner & Creative Director *October 2022 – Present*

A boutique strategic creative studio specializing in rapid brand evolution.

LONE STAR PHARMACEUTICALS

Marketing Director *December 2022 – Present*

Pharmaceutical service business transitioning into an international wholesaler with 3PL capabilities.

ATKPLN *a division of REEL FX CREATIVE STUDIOS*

Managing Director *November 2015 – October 2022*

Relaunched the commercial division of Reel FX, grooming internal talent and recruiting national-level leadership. Refocused creative offering and sales and marketing approach to transition from a faltering local player to a national competitor.

BEDROCK MANUFACTURING (*private equity company behind SHINOLA and FILSON*)

Creative Director, Creative Operations, Brand Manager *October 2010 – October 2015*

As part of a key team of high-level strategic generalists, utilized full breadth of experience in creative, management, and operations to fill critical roles for both new and acquired brands. Some examples are:

FILSON - **Director of Creative Operations**

Worked with Creative Director and Senior Management to build in-house creative team and develop processes, setting up strategies for wholesale, retail, catalog, email, social media, and website. Unified presentation across the entire business, including wholesale, tradeshow, licensed products, and retail.

FILSON WATCHES - **Brand Manager / Marketing Director / Art Director**

Managed the launch of Filson branded watches manufactured by Shinola, bridging the critical needs of both licensor and licensee. Developed all sales and marketing materials, packaging, and fixtures. Trained sales team and implemented in wholesale, retail, catalog, and web. Art directed all product photography.

KID MADE MODERN - **Brand Manager**

Worked with the creator to develop, pitch, and license brand to Target. The brand is now in general retail.

PEACOCK ALLEY

Creative Director - Brand and Product - February 2010 – September 2010

Responsible for product development, branding, and marketing. Managed internal product team and outsourced advertising groups. Worked with CEO to re-tool sales strategy, timelines, product focus, and presentation to significantly increase wholesale sell-in.

REEL FX / RADIUM CREATIVE STUDIOS June 2002 – January 2010

During this 8-year period, the studio grew, both organically and through acquisitions, from a 25-person Dallas commercial studio to over 200 employees working in Dallas, Santa Monica, and San Francisco. Key roles are listed below:

SVP - Head of Creative Production – Radium and Reel FX (all locations)

Responsible for bridging creative goals, sales efforts, and project management for overall growth. Managed creative and production team leaders in both California and Texas studios.

SVP - General Manager – Radium, CA

Relocated to oversee all aspects of two California studios, with a key focus on navigating troubled integration with new headquarters in Dallas.

VP - Head of Commercial Production – Reel FX

Managed Creative Leads and Project Managers. Increased breadth and quality of creative offering, grooming internal leaders, recruiting new talent, and adding new skill sets.

Creative Director & Art Department Manager – Reel FX

Working with Agency clients, led broadcast work for Hasbro, McDonald's, Sunkist, Pepsi, and Kia.

FOSSIL, Inc. May 1993 – June 2002

During this 9-year period, the studio grew from 8 to 120, while the company grew from \$250 million to \$1 billion in revenue. Starting as a watch and packaging designer, I was afforded the opportunity to grow with the company. Key roles are listed below:

Marketing Director - FOSSIL Retail Stores

Led in-store experience for wholesale, accessory, apparel, and outlet stores. Included store windows, in-store graphics, product styling and presentation, and in-store music.

Associate Creative Director - FOSSIL International Branding and Licensed Business

Directed development and implementation of FOSSIL International Advertising and Retail Standards Guide, working with FOSSIL Subsidiaries, Distributors, and Licensees worldwide.

Senior Art Director - Private Label

Directed creative development of product, packaging, and collateral for clients, including Eddie Bauer, Harley Davidson, Universal Theme Parks, Disney Theme Parks, and Warner Bros Studio Stores.

THE ROSE GROUP 1992-1993

Studio Artist - Art Direction, Design, Illustration, Copywriting

CHAMPNEY & ASSOCIATES 1990-1992

Art Director & Illustrator

EDUCATION

MFA Candidate, Visual Communications – East Texas A&M University, Dallas – 2022-2025

BA, Advertising Design - Oklahoma Christian University - 1986-1990