

# james.

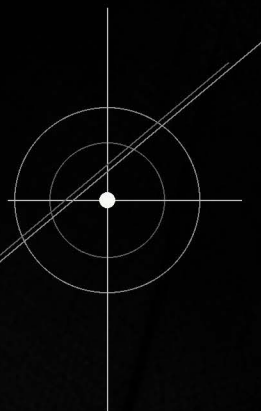
EXECUTIVE GROWTH ARCHITECT

001 / POSSIBILITY.

I build  
what doesn't  
exist **yet.**

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FROM POSSIBILITY  
TO STRUCTURE  
TO IMPACT



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— IDEAS TO IMPACT. BUILT BY DESIGN. —



# growth architecture.

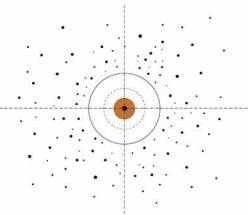
possibility needs **structure.**

I bring clarity to ambiguity  
and build the framework  
that turns possibility into  
lasting impact.

## 01 see.

POSSIBILITY

Identify opportunity  
in what's next.

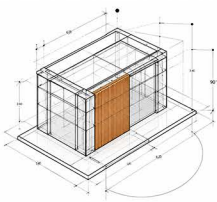


**OUTPUT**  
OPPORTUNITY  
VALIDATION REPORT

## 02 design.

STRUCTURE

Create the strategy  
and structures.



**OUTPUT**  
PRODUCT  
BLUEPRINT

## 03 build.

REALITY

Bring it to life through  
people and capability.



**OUTPUT**  
OPERATIONS  
GUIDE

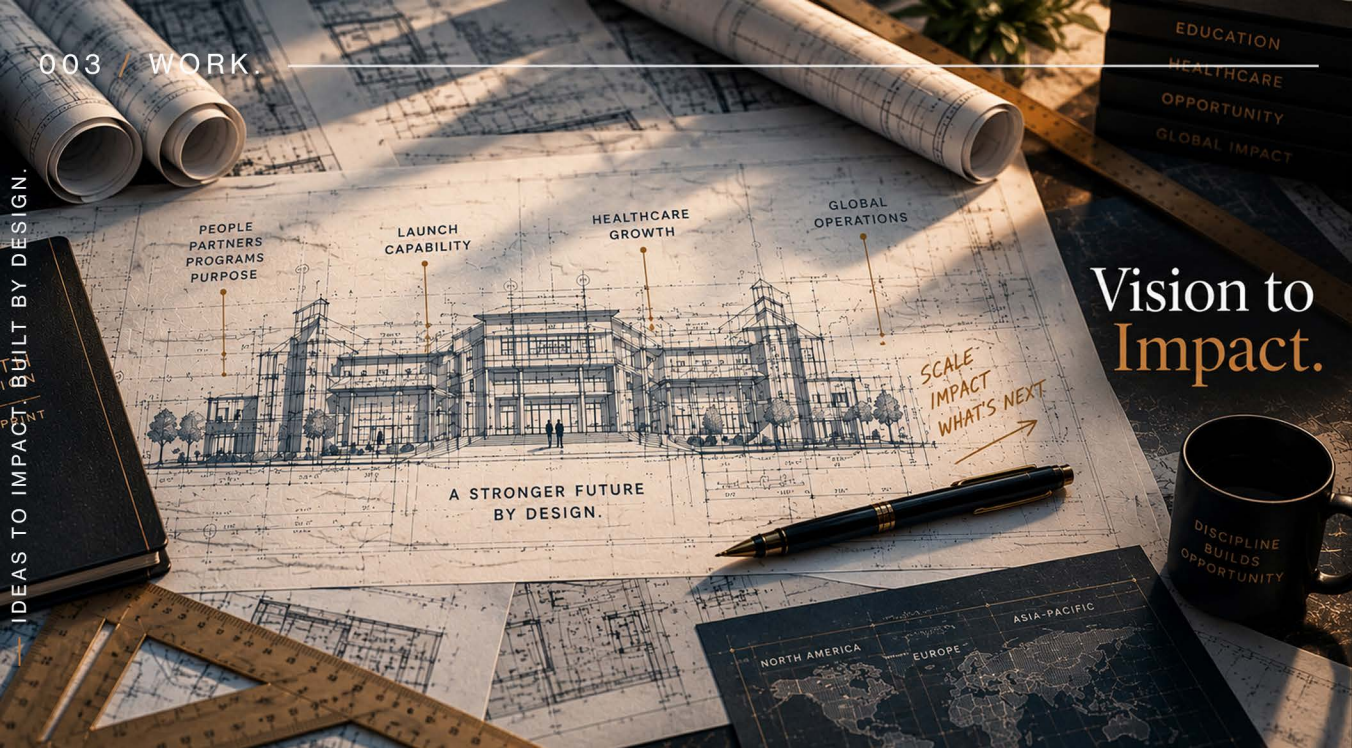
## 04 impact.

GROWTH

Create lasting value  
that expands possibilty.



**OUTPUT**  
SUSTAINED  
CAPABILITY



Vision to  
Impact.

# the blueprint.

Built the capability to scale a startup into a global leader, then turned that capability into a product engine that made complexity a growth strategy and transformed the portfolio through healthcare.

## OPPORTUNITY

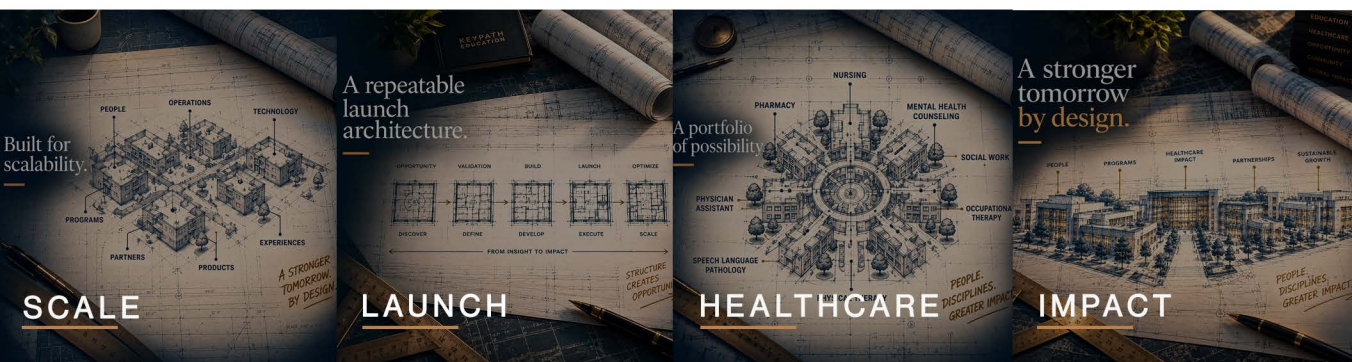
Rapid growth was outpacing Keypath's launch capacity while an expanding portfolio demanded a more deliberate strategy for its next growth engines.

## APPROACH

Architected launch capability across three continents, then built a zero2one product engine for entering and scaling complex healthcare disciplines.

## OUTCOME

Scaled Keypath from 7 to 46 partners and roughly 40 to 200 programs while transforming healthcare into its primary growth market.



3

CONTINENTS  
IMPACTED

5X

CAPACITY  
GROWTH

95

HEALTHCARE  
PROGRAMS

~3X

REVENUE PER  
PROGRAM

9

NEW CLINICAL  
DISCIPLINES

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**AUDIENCE**  
NEEDS  
MOTIVATIONS  
ASPIRATIONS

**DIFFERENTIATION**  
PROOF POINTS  
COMPETITIVE GAPS  
UNIQUE STRENGTHS

**VALUE**  
CAREER OUTCOMES  
LIFE IMPACT  
WHY IT MATTERS

**A CLEARER STORY**

- ✓ Distinct
- ✓ Relevant
- ✓ Compelling
- ✓ Measurable

INSIGHT → STRATEGY → EXPRESSION → IMPACT

**Different by Design.**

BRANDDNA

IDEAS PEOPLE PROGRESS

# the dna.

Evolved a marketing framework into a portfolio-wide methodology for defining what made programs distinctive and translating that insight into market strategy.

## OPPORTUNITY

As online education grew more competitive, programs needed a clearer way to define what made them distinctive, for whom and why it mattered.

## APPROACH

Evolved BrandDNA methodology to define audience, differentiation and value proposition while aligning teams around how programs should go to market.

## OUTCOME

Embedded BrandDNA across the portfolio, sharpening positioning, lifting performance 15–20% on average and differentiating Pearson.

**MARKETPLACE**

**PERSONAS**

**STRATEGY**

**EXPRESSION**

**BRANDDNA**

- Audience Insights
- Key Differentiators
- Messaging Architecture
- Content Strategy
- Visual Direction

**A Higher Purpose.**  
Advance Your Career.  
Expand Your Impact.

200+

PROGRAMS  
TRANSFORMED

95%+

LAUNCH  
SUCCESS RATE

15-20%

PERFORMANCE  
LIFT

40+

UNIVERSITY  
PARTNERS

100%

PORTFOLIO  
ADOPTION

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# THE BLK LBL

## the label.

Created an independent record label around meaningful musical storytelling, artist development and a partnership model designed to preserve creative independence.

### OPPORTUNITY

Streaming opened distribution, but independent artists still needed the strategy, development and brand expertise to stand out and turn access into opportunity.

### APPROACH

Built THEBLKLBL as an artist-first partnership, shaping music, brand and market strategy while protecting the creative independence behind the work.

### OUTCOME

Developed 10 distinctive artists who created 20 full-length projects and dozens of singles, videos, identities and stories over 13 years.



ARTISTS



MUSIC



PERFORMANCES



VISUALS

10

ARTISTS  
DEVELOPED

20

PROJECTS  
RELEASED

3M+

STREAMS +  
LISTENS

50+

VIDEOS +  
VISUALS

13

YEARS  
OPERATING

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# the rollout.

Connected product value, customer differentiation and consultative selling to turn digital access into a compelling business proposition that local businesses could understand, adopt and buy.

## OPPORTUNITY

AOL was taking local business discovery online. Owners needed more than access; they needed to understand their value and stand out digitally.

## APPROACH

Built a consultative sales model that defined product value, uncovered each business's differentiation and equipped a national team to take it to market.

## OUTCOME

Helped scale an emerging digital product nationally, driving major sales and margin growth while translating market insight into product improvements.



## DIRECTORY



## DISCOVERY



## STOREFRONTS



## REACH

**4.5X**  
SALES  
GROWTH

**-25% → +35%**  
CONTRIBUTION  
MARGIN

**40 → 10**  
SALES TEAM  
SIZE

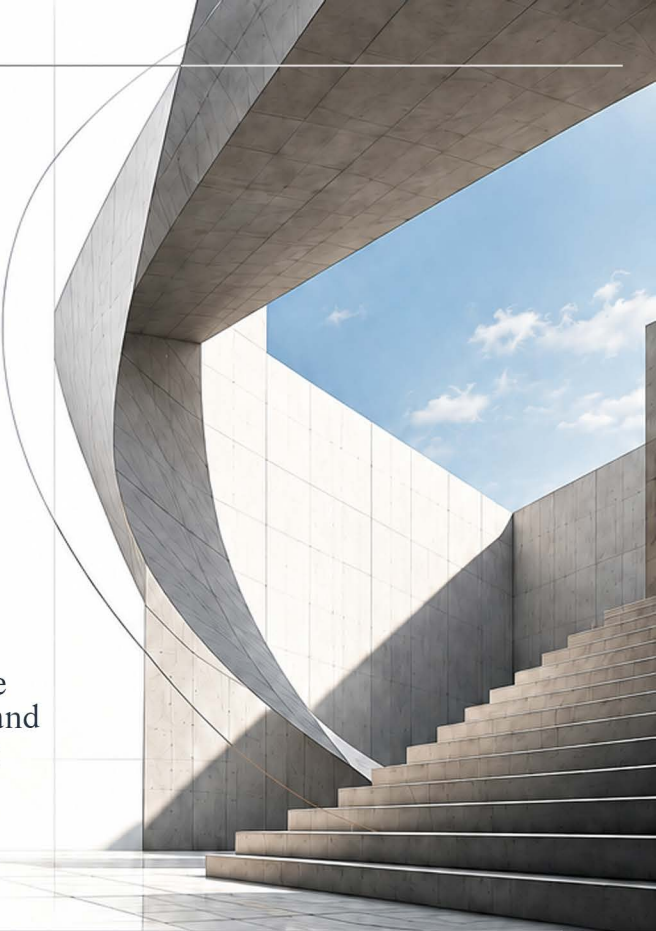
**47**  
STATES WITH  
LOCAL CLIENTS

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i don't measure  
the work by  
what's delivered.

i measure it by  
what changed.

Ideas, people and opportunity can do more than create business results. They can expand access, unlock potential and leave a lasting impact on individuals, communities and industries around the world.

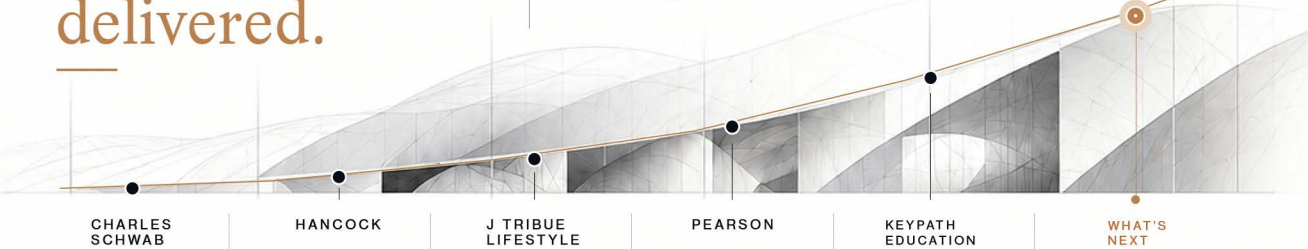


CAPABILITIES DESIGNED. VALUE MULTIPLIED.

|                                                                              |                                                                       |                                                      |                                                                        |                                                           |
|------------------------------------------------------------------------------|-----------------------------------------------------------------------|------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------|
| 01                                                                           | 02                                                                    | 03                                                   | 04                                                                     | 05                                                        |
| <b>\$20M → \$140M+</b>                                                       | <b>\$500M+</b>                                                        | <b>0 → 1</b>                                         | <b>5X</b>                                                              | <b>20+ YEARS</b>                                          |
| GLOBAL COMPANY SCALE                                                         | VALUE CREATED                                                         | CAPABILITY BUILT                                     | CAPACITY EXPANDED                                                      | ENDURING IMPACT                                           |
| Helped scale startup from \$20M to \$140M+ through new markets and products. | Expanded product suite to create \$500M+ in projected annual revenue. | Built a new product organization from the ground up. | Designed operating model that expanded new business capacity fivefold. | Lasting impact across people, industries and communities. |

transformation  
delivered.

From classrooms to stages, boardrooms to neighborhoods — impact happens when ideas, people and opportunity move together.



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EXECUTIVE GROWTH ARCHITECT

## Turning Complexity Into What's Next.

✉ LET'S TALK

in CONNECT

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# what should we build **next?**

For leadership opportunities, advisory partnerships,  
and ventures that begin with a good question.