

TODD ASHCRAFT

SENIOR MANAGER/PROJECT MANAGER/DESIGNER

A resourceful and successful leader, designer, art director and technology enthusiast with 20+ years of experience in delivering built structures, solving design problems, and developing creative strategies in branding and marketing, building strong project and management teams, with an emphasis on effective lean process improvement, team happiness and executive success.

KEY ACCOMPLISHMENTS

Neu Concepts, Impact: 10,532 attendees at ATS 2023 and 7000 attendees at CHEST 2023

Designed, researched and developed against a multi-year corporate branding improvement strategy for the United Therapeutics brand experience. This strategy was implemented in a two pronged approach:

- Brand strategy, communication, and planning referring back to the company's mission and values and by promoting UT's corporate responsibilities to its employees and to the environment. Making the distinction between the corporate presence and product presence without diluting the message.
- Realigned the function (Business Owners, Product Marketing, Product Management, Marketing Intelligence) with the outcome of positioning the brand message to address changes in the market and to ensure that we would build what UT and it's customers need. Our team is capable of developing a full go-to-show strategy before building begins, and this has helped the overall organization align and achieve their goals consistently for over a year.

Oak Health Institute, Impact: 36.78% increase in sales in the first two years

Seeing an opportunity during the pandemic., Oak Health Institute opened in 2020. As CEO, OHI rapidly scaled the growth with its early advisory board by consolidating several divisions, aligning them into a common way of working, and achieved strategic consensus between two business units with allied business goals. As a result of this work, Oak Health Institute has thrived as a leader in the field of HRT, Assisted Weight loss, and Anti-aging protocols operating in tandem with nutrition and fitness training to optimize results for our clients.

School of Communication Arts, Impact: 85% direct graduate placement and 75% graduate placement in a related field

As Chair of two design departments, I was able to develop a continuous improvement curriculum focused on empowering students to take responsibility over their work by building a culture of creative decision making, increased understanding of open and transparent communication and collaboration, and effective implementation of lightweight agility over process-heavy deployments. As a result of the effectiveness of this education model, SCA has witnessed graduates open new businesses, establish long lasting careers, and find success in the creative and design environments.

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SKILLS

Expert in leading and managing creative teams to develop a strategy and initiatives with a focus on customer satisfaction, associate happiness, and most importantly an efficient workflow to meet the client needs.

Deep and broad understanding of brand strategy, methods, techniques, and tools.

Expert in facilitation and helping leaders define and set goals; specifically with Objective and Key Results framework.

Expert in mentoring and coaching individuals, teams and organizations through change.

Expert understanding of software evolution in the creative and design markets with the resources to update processes and systems for continued professional development.

Exceptional interpersonal, collaboration, and communication skills. I speak fluent design and business.

EXPERIENCE

Neu Concepts, Durham, NC — Project Manager

2023–PRESENT

- Leader of research based design and development team for corporate interiors and brand experiences.
- Developed, designed and executed an extensive project management process to address common pitfalls in the research and development phase of the design process
- Standardized the process for accurate quoting and SOW's.
- Mentored an extended team of creative services & project production managers in the context of product delivery.
- Maintained accurate database of existing exhibit assets.
- Primary liaison between the client facing teams and production teams.
- Managed all project timelines, vendor timelines, and client timelines.

Oak Health Institute, Raleigh, NC — Founder/CEO

2020–PRESENT

- Responsible for defining and articulating the strategy and road-map for healthcare best practices for OHI's telemedicine division.
- Responsible for developing, maintaining and educating the Nutrition and Fitness division on industry-wide best practices for integrating pharmaceuticals into wellness protocols.
- Coach teams on continuous improvement to achieve their own defined improvement goals
- Implement all business decisions and set strategic goals for operations, marketing & brand strategies.
- Set the company's strategic direction.

School of Communication Arts, Raleigh, NC — Department Chair, Interior Design & Commercial Photography/ Associate Professor

2012–2022

- Define and develop continuous improvement curriculum.
- Measure student success rates and identify challenges in the program's structure to ensure success.
- Monitor current trends and developments in technology and integrate those with potential for longevity into the programs.
- Maintain student records in accordance with the North Carolina Board of Community Colleges.
- File CAR reports to monitor student success in their field of study and record quantifiable data.
- Fulfill faculty research requirements.

Prior career history and achievements available upon request

REFERENCE

- *Medical Director*

Dr. Frank J. Welch, MD

phone: 225-287-2929 email: fjwtelchmd@aol.com

- *Senior Account Manager*

Ms. Felicia Kelly

phone: 708-288-7661 email: felicia@neuconcepts.net

PUBLICATIONS/ PRESENTATIONS

Using Virtual Reality (VR) to Understand Construction, Materials, and Methods in a Landscape Architecture Curriculum
Health in All Design. edra 53

Re-Envisioning Design Education Through the Lens of Virtual Reality.

Evolving Norms: Adapting Scholarship to Disruptive Phenomena. CELA 2022

Re-Envisioning Design Education Through the Lens of Virtual Reality.

Graduate Research Symposium 2022

PROFICIENCY

AutoDesk AutoCAD, Adobe Creative Suite (.ai .psd .id .ar) SketchUp, VRSketch, MS Office, Practice Fusion, BuilderTrend, ASANA, Salesforce, DropBox, Imovie, ArcGIS, Lightroom, Quickbooks, Slack, Outlook, Excel

EDUCATION

North Carolina State University
MLA, Landscape Architecture and Environmental Planning
2022

Bennington College
MFA, Photography
1999

Nicholls State University
BA, Arts Applications
1995