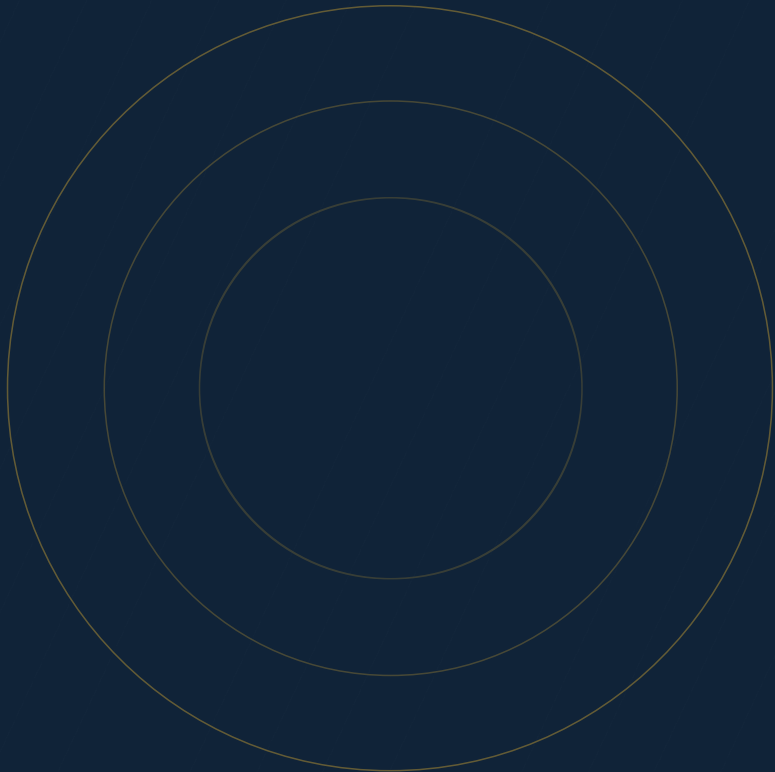


Kevin Keohane

Brand Strategy & Growth Leader

Twenty years building **brand narratives, employer brand systems, and go-to-market engines** for the world's most demanding organizations — EY, Deloitte, Coca-Cola, KPMG, Vodafone, and a generation of AI-native companies after them.



Two decades of brand & growth leadership, told in numbers.

I build **brand narratives**, **employer brand systems**, and **go-to-market engines** for organizations where the stakes of getting the story wrong are real — then I build the infrastructure that makes the story scale.

\$30M+

EY relationship, built from a cold introduction, sustained 15 years

40+

GTM & sales enablement playbooks built for Deloitte, spanning \$10M–\$10B+ revenue targets

160x

GTM strategy cycle acceleration through agentic AI systems I built

“Kevin is a master in the art of joining things together — connecting brand with business strategy and aligning an organisation to deliver it.”

— CLAIRE WARD, PENGUIN RANDOM HOUSE

Red Dot Award Winner

Published Author x2

MBA Faculty, U Montana

Co-Founder, IBF/DWG

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◆ +1 406 552 5998

◆ linkedin.com/in/kkeohane · Spokane, WA

Trusted By

A SELECTION OF ORGANIZATIONS I HAVE BUILT BRAND, EMPLOYER BRAND & GTM STRATEGY FOR

EY	Deloitte	KPMG	Coca-Cola	Vodafone	Syngenta
GSK	AstraZeneca	Royal Bank of Scotland	BT Openreach	Arcadis	Linedata

How I Work

FOUR DISCIPLINES, ONE UNDERLYING SKILL

N Narrative Architecture Finding the single true story inside organizational complexity — the messaging spine that makes every downstream decision easier.	G GTM & Growth Systems Building the demand generation, alliance, and partner infrastructure that converts brand narrative into qualified pipeline.	C Culture Alignment Connecting employee experience to brand promise — the Inside-Out methodology that makes culture a commercial lever, not an HR exercise.	AI Agentic AI Practice Co-founder of an agentic AI GTM company. I build the content and automation infrastructure myself.
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Career Arc

TWO DECADES, FOUR CONTINENTS, ONE CONSISTENT DISCIPLINE

2006–2009 Brand Union / IBF Co-founded the Intranet Benchmarking Forum; led UK skills-council engagement campaigns.	2008–2012 MSLGROUP / Publicis Built the global Brand & Talent practice from zero to a full international roster.	2013–2015 Brandpie, London Led EY’s purpose-led global rebrand. Won Coca-Cola and RBS as net-new clients.	2015–2023 PartnersCreative Built the GTM practice from \$0 to \$1.3M across 40+ Deloitte & Workday engagements.	2023–Present Go-to-Market Maven Co-founded an agentic AI GTM company — 160x acceleration in strategy delivery.	2025–Present LaunchPad INW Board Member & Chief of Staff to the CEO. De facto CMO for the region’s innovation hub.
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Recognized For

EX EX2CX Methodology A proprietary framework connecting employee experience friction to customer experience outcomes — turning culture into a measurable commercial lever.	B Published Author <i>The Talent Journey</i> and <i>Brand & Talent</i> — practitioner books endorsed by Saatchi & Saatchi EMEA leadership.	P MBA Faculty Adjunct Professor of GTM Strategy at the University of Montana’s Gallagher School of Business since 2016.
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Selected Work, Selected Voices

TWO DECADES OF NAMED PROJECTS & CLIENT RECOMMENDATIONS

FEATURED ENGAGEMENTS

EY — Global Rebrand

Building a Better Working World

Led the agency-side team working with EY’s global executive team on the purpose-led rebrand of Ernst & Young — positioning, narrative, and identity sustained across 150 countries and 300,000 people.

BRANDPIE · 2013–2015

EY — EVP

Employer Value Proposition

Worked closely with EY’s global people leader and team, leading the agency-side development of the firm’s worldwide employer value proposition across every region.

MSLGROUP · 2012–2015

Deloitte — 40+

GTM & Sales Enablement Playbooks

Developed 40+ go-to-market and sales enablement "operating systems" for business-critical service offerings across Deloitte, Deloitte Digital, and Workday — revenue targets from \$10M to \$10B+.

PARTNERSCREATIVE · 2015–2023

CLIENT & COLLEAGUE VOICES

“

Kevin has been a valuable advisor and partner on a wide range of strategic issues — from core strategy development to brand differentiation to developing talent and culture in support of both. He listens carefully. He researches carefully. And he responds with creative, winning ideas and counsel.

Jack Lawson

President & CEO, Clearwater Credit Union · Client

“

Kevin is a master in the art of joining things together. Not only does he know how to connect brand with business strategy and express it externally — he also knows how to align and transform an organisation internally to deliver those goals, while keeping things refreshingly simple.

Claire Ward

HR Communications Manager, Penguin Random House · Client

“

Kevin is a global player in the world of brands, internal communication and engagement, and an enduring one for good reason. In fields that tend towards the aspirational and ethereal, Kevin relentlessly keeps it real with grounded advice, sharp analysis, and recommendations that actually work.

Mike Klein, IABC Fellow

Editor-in-Chief, Strategic Magazine · Client

150

Countries spanned by the EY global brand rollout

300K

People engaged across EY’s purpose-led rebrand

\$10B+

Top-end revenue target across Deloitte GTM playbooks

2

Decades of continuous EY relationship and trust

Selected Work, Selected Voices

TWO DECADES OF NAMED PROJECTS & CLIENT RECOMMENDATIONS

FEATURED ENGAGEMENTS

Deloitte Operate

The New Shape of Business

Led agency-side strategic concept and go-to-market messaging for Deloitte's managed services proposition — captured in a published infographic on Deloitte.com defining the category.

PARTNERSCREATIVE

LECG

Red Dot Award–Winning Rebrand

Led the agency-side team to develop the Red Dot Award–winning brand refresh, vision, and values for LECG (now part of FTI Consulting), including full internal engagement.

MSLGROUP · 2008

Syngenta

"Our Work Matters" Employer Brand

Co-led development of Syngenta's global employer brand platform, connecting individual contribution to the company's agricultural science mission across every market.

MSLGROUP · 2008

CLIENT & COLLEAGUE VOICES

“

They say you should always recruit people smarter than you and then succession planning will take care of itself. So it proved with Kevin. A great mix of creativity, rigour and insight makes him one of the best professionals I have ever interacted with.

Peter Bell

Managing Partner, Bell Brand Engagement · Manager

“

I worked with Kevin during my time with EY and he was one of the best consultants I have had the pleasure to work with. We formed what I thought was a formidable team — we had fun, tested ourselves, and delivered some brilliant work.

Howard Kraiss

Co-Founder True, Fellow IoIC · Client at EY

“

Kevin led various transformative brand and employer brand projects for two professional services organisations I led EMEA marketing for. He is an incredibly rare blend of strategic and creative with the pragmatism and commercial insight to get things done.

Amy Kingdon

Strategic Marketing Leader, Professional Services · Client

Red Dot

International design award won for the LECG brand refresh

90+

Countries where Syngenta's employer brand platform launched

8 Yrs

Continuous strategy director relationship cited in client testimonial

10+ Yrs

Advisory board tenure cited by entrepreneurial clients

Selected Work, Selected Voices

TWO DECADES OF NAMED PROJECTS & CLIENT RECOMMENDATIONS

FEATURED ENGAGEMENTS

BT Openreach

Right First Time

Led the agency-side team working with BT Openreach on a major organizational transformation and engagement initiative spanning frontline and field operations nationwide.

MSLGROUP · 2010

KPMG

Global Opportunities Mobility Programme

Co-led the re-invigoration of internal communication and engagement efforts around KPMG's global mobility programme (GO), driving uptake across the international network.

MSLGROUP · 2009

Coca-Cola

"What's Your Secret Formula?"

Led the agency-side team developing employer brand platforms for The Coca-Cola Company across Europe and Greater China, and for Coca-Cola Enterprises.

MSLGROUP · 2009–2012

CLIENT & COLLEAGUE VOICES

“

I've had the privilege to work with Kevin on several projects over the years, whether on Employer Branding, Employee Engagement, Reputation Management or Corporate Communications. Kevin is a very skilled and talented executive who can conceive and execute best-in-class strategies.

Pascal Beucler

Semiotician · Senior Colleague

“

It's hard to explain just how thoughtful and creative Kevin is. Very rarely do you meet someone who sees the world of business so clearly, while maintaining a thoroughly human lens — both in the classroom at UMT and at PartnersCreative.

Stephen Borsum

Paid Media Planner, Moore · Former MBA Student

“

Kevin is adept at harnessing engagement and transformation within organisations to support and influence business and brand strategy. He brings intelligence, insight and energy to programmes and is a pleasure to work with.

Adrian Day

Brand, Naming & Communications Consultant

3

Continents covered by the KPMG global mobility programme

2

Coca-Cola employer brand platforms led across Europe & Greater China

Nationwide

Scope of the BT Openreach frontline engagement programme

5 Yrs

Direct management relationship cited in client testimonial

Selected Work, Selected Voices

TWO DECADES OF NAMED PROJECTS & CLIENT RECOMMENDATIONS

FEATURED ENGAGEMENTS

Securian Canada

How Insurance Should Feel

Led the full B2C/B2B2C insure-tech rebrand — distinctive, emotionally compelling positioning plus employer branding, values, and behaviors aligned to performance management systems.

BRANDPIE · 2025–2026

Linedata

Global Financial SaaS Brand Refresh

Led the agency-side team and worked closely with the board on the brand refresh for this French-based, global financial SaaS company serving asset managers worldwide.

MSLGROUP · 2009

Simon Med

150+ Location Brand Transformation

Supported a full brand transformation, employee engagement, and brand architecture overhaul for this 150+ location US longevity and imaging company.

PARTNERSCREATIVE

CLIENT & COLLEAGUE VOICES

“

Kevin has the ability to unlock and invoke passion, creativity and original ideas in those that collaborate with him. I have always found my work, my experience and my thinking to be elevated in our various partnerships — a gift worth noting and cherishing.

Thomas Winkelmann

Co-Founder, A Hundred Years · Senior Advisor, SYPartners

“

I can highly recommend Kevin. When he worked with us at Brand Union he demonstrated his ability to build brands from the inside out through people engagement and cultural change. He was able to build trust and develop strong enduring client relationships.

Terry Tyrrell

Principal, Tyrrell&Co Brand Consulting

“

Kevin has been on the advisory board for INVDP more than a decade and has been our go-to person for advice in several business areas — always providing a useful independent view with practical suggestions when faced with challenges and opportunities.

Tony Powell

Founder, INVDP · Advisory Board Colleague

150+

Locations covered by the Simon Med brand transformation

B2C+B2B2C

Dual-market scope of the Securian Canada rebrand

Global

Reach of the Linedata financial SaaS brand refresh

10+ Yrs

Advisory board tenure cited across multiple testimonials

LET'S BUILD SOMETHING THAT LASTS

I find the true story inside
complexity
and build the infrastructure *that*
makes it scale.

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LINKEDIN

[linkedin.com/in/kkeohane](https://www.linkedin.com/in/kkeohane)

BASED IN

Spokane, WA

"Keohanes don't come along every day."

— PETER BELL, MANAGING PARTNER, BELL BRAND ENGAGEMENT