

## BIO

**HEIN HAUGLAND** (49), Founder and Creative Director (ECD/CMO)

Mr. Haugland is an accomplished designer and brand building expert with over two decades working and consulting for national and international corporations. He has extensive background in creating brand building initiatives with measurable results for both trade and consumer markets across the industries of real estate developments, sporting goods, fashion, food and beverage, consumer electronics, furniture, information technology, pharmaceuticals, entertainment personalities, and celebrity athletes.

Seven years into his corporate career, Mr. Haugland founded the brand consultancy Culteva in New York. He leads consulting in partnership with senior management, owners, investors and start-ups to implement effective brand building efforts for companies with progressive expansion plans. During his tenure inside international corporations with increasing responsibilities and now as a strategic and creative consultant for clients in the US, Europe, Latin America, Australia and Asia, Mr. Haugland's core competency is multidisciplinary.

Mr. Haugland specializes in developing holistic commercial image using bold iconic designs and strategic marketing to articulate nuances that nurture brands into leadership positions and induce new business. He has a proven track record of developing turnkey solutions that are cost-effective and increase speed to market by eliminating time and budgets traditionally spent across multiple agencies. His expertise is extracting core personality and key characteristics from projects, companies, products or services to position an iconic image that appeals to customers and build brand equity and increase recognition.

Mr. Haugland has worked with established real estate developers since 2014. The size of the real estate developments range between US\$10m-500m and include mixed-use projects where the zoning type blends residential, commercial, cultural, institutional, and or entertainment and outdoor shopping centers. Mr. Haugland has been responsible for increasing brand visibility for both developers and projects by creating new appearances during phases of financing, vision & concept, design & architecture, identity & signage, and marketing & sales.

Mr. Haugland has held positions in the Italian Sports brand Fila as senior creative director (3 yrs), and has been SVP in the public traded company Anoto responsible for global marketing (3 yrs). In both positions Mr. Haugland directed a diverse collection of in-house staff and external suppliers to deliver complete projects.

**Hein Haugland**

CULTÉVA

**Cultéva**, Founder, Designer and Creative Director.  
2003-current

Founded the brand building consultancy Cultéva in New York. Leads all consulting in partnership with decision makers to create and implement effective brand building programs for mid- to large-size companies with progressive expansion plans. Takes on in-house brand marketing and creative director VP positions in periods of transitions or mergers. Works for clients from the US, Europe, Latin America, Australia and Asia. Develop projects directly with client and teams as needed from a network of designers, copywriters, back end developers, photographers, 3D rendering artists, illustrators, translators and printers.

**Clients include:** Diageo, Fila, Hewlett-Packard, Microsoft, Mosley Tribes, Oliver Peoples, Pioneer, Salomon, QVC, Rockport, Verdero, Downstream/University of Tennessee, Saint Honoré/Hermés, Speedo, Atomic Floyd, Jamar, Cable Onda, Global Bank, ASSA, Mocha Salt, Atomic Floyd, Anoto, Collins, Hangflat, Grid, Henriksen, Smirnoff, Jøntul, Norsk Tipping, JWT/Soho Mall, Yandup Island, MyBeautyAvenue, City of Knowledge, Conservatorio, Banco La Hipotecaria, Visionarea, Maritanos, Bike, Merkadoo, Locations Advisors, Santa Maria Country Club, Pacific Hills, Grupo Rey, Scotiabank.

**World class athletes and entertainment celebrities:** Alex Rodriguez, Ivan Pudge Rodriguez, Josh Hamilton, Carlos Beltran, Alex Rios, Placido Polanco, Eric Ripert, Fred Durst.

ANOTO

**Anoto**, Senior Vice President Global Marketing (Full-time consultant)  
2012-2015

Member of the executive management team. Working side-by-side with the CEO to position the company for international expansion. Responsible for providing executive leadership and management for the marketing organization, and inbound and out-bound marketing activities worldwide, including corporate marketing, partner/channel marketing and product marketing required to generate brand awareness, strengthen product appeal and induce sales to achieve its revenue goals in existing and new markets.

**Brands:** Anoto, We-Inspire, LivePDF.

**Fila**, Senior Creative Director (Full-time consultant)  
2005-2007

Key member of an internal task force to reposition the company for rapid acquisition. Responsible for building global initiatives and special brand statement programs by translating market knowledge into effective executable strategies to develop numerous brands, marketing, product concepts, and go-to-market solutions with the primary brand Fila. Worked in a similar capacity with other executive teams within acquired brands that required quick turn development for brand statement projects.

**Brands:** Fila, Fila Adatto, Ciesse, Cloudveil, Motionwear, Verdero.

**World class athletes:** Kim Clijsters.

**Adidas**, Senior Art Director / Design Manager.  
1997-2003

Full-time position at International headquarters' satellite location in Portland, Oregon. Responsible for global marketing-communication design in three categories. Escalating responsibilities within Global Marketing Services department for design within marketing-communications, corporate identity, brand athlete endorsement projects, and retail store development. Declined internal promotion as Global Head of Marketing as a long-term plan to rise as Creative Director.

**Projects:** Global retail store concept and design (Sport Performance Centers), Adidas-Kobe basketball campaign, Quiet Power shop-in-shop campaign, Corporate identity for the 3-Stripe divisions (Sport Heritage, Sport Performance, Sport Style), Superstar endorsement presentation (Lebron James, Kevin Garnet, Tim Duncan).

**World class athletes:** David Beckham, Del Piero, Kobe Bryant, Lebron James, Kevin Garnett, Anna Kournikova.

**Hein Haugland****Engagements**

Keynote speaker at TBWA/Panama workshop on “Building brands by sketching concepts” featuring a retrospective on concept development for Adidas.

Keynote speaker at Caribe Panama on “Brand Through and True”, besides leading Latin-American advertising professionals from DDB, Ogilvy, BBDO.

Keynote speaker at InnoTown Norway on “Corporate Innovation and The Future Of Brand Building”, beside personalities such as Oliviero Toscani (Benetton), Mark Newson, John Kao, Carlo Giordanetti (Swatch), Art Fry (3M), Gilman Hanson, and Kai Krause.

Guest speaker at collegiate institutions in California (ACCD) and New York (SVA).

**Coverage in media / published books**

Adidas (Book 2012) The story as told by those who are living or have lived it  
KreativtForum (Norway 2011) – Advertising industry’s leading magazine  
La Prensa K-magazine (Panama 2009) – Monthly newspaper magazine  
Ideer (Norway 2009) – Creative business and marketing magazine  
DagensNæringsliv (Norway 1996) – Leading national financial newspaper  
CMYK Magazine (USA 1996) – Young professionals industry magazine

**Awards**

NASFM Awards Oliver Peoples store in California with 3 prestigious titles

Best Hardline Specialty Store Award >3,000sq.ft.

Fixture Of The Year Award

Full Store Fixture Award

Interactive Media Council Awards (IMA) received for the Verdero website

Best in Class Award for Consumer Goods category

PRINT Magazine – The Big Event Competition

Design Excellence Award for the Adidas worldwide retail campaign “Quiet Power”

SFAA – San Francisco Advertising Association, POP Show

1<sup>st</sup> Place Direct Print Packaging Design Award for Adidas-KOBE global footwear retail packaging

**Authored**

SUCCESS – A magazine for executive management, company owners and investors that features key principles of brand building. 28 page softcover.

**Education**

Harvard University Grad. School of Design - Executive Education: Urban Retail. 2017.

Valedictorian with BFA from Art Center College of Design in California, 1994-96.

Practical training in architecture with H&H Architects, Oslo, Norway. 1990-92.

**Language**

English (Fluent – spoken/wirtten). Norwegian (Native). Spanish (Not fluent).