

Executive judgment. Hands-on delivery.

Leaders bring me in when important work needs someone they trust to run with it.

Formerly Chief of Staff and VP, Marketing & Communications, First Republic Bank.

Representative clients: a global growth-equity firm, a family office, a publicly traded bank, a global spirits brand, an education nonprofit.



THE RANGE

Marketing strategy & positioning	Brand, heritage & publications	Company & client communications	Board, investor & donor materials	Creative direction, design & web	Events, campaigns, & launches	Operations, systems & AI	Special projects	Team standards & culture
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The fox knows many things. This one does them.

WHEN TO CALL

- The story that should mobilize capital, talent, and clients has no author.
- A substantial initiative has no one to run it.
- The strategic plan names a weakness and the fix has no name beside it.
- Capable people aren't performing at the level the business demands.
- A senior leader left and the work landed on your desk.

"Val is the person I turn to if we need to accomplish something nebulous, cross-functional or new."

— Crystal Bryant, COO, Synctera

WHAT I TAKE ON

- 1 The narrative.** What the organization says and what you say: to clients and prospects every day, to the board, investors, and press when it counts — in print and in person.¹
- 2 The execution.** Systems, policies, automation, production, and the discipline of accountability.²
- 3 The standard.** How the team shows up: ownership, managing up, presence, and knowing where each person adds value a model can't.³

¹ A global growth-equity firm: launched its first magazine, 17 interviews and 23 articles across 98 pages — from creative brief to printer in six months.

² A publicly traded San Francisco bank: heading marketing, communications, and AI adoption — replacing a passive agency that covered a fraction of the scope.

³ A spirits brand in its first global year: established an operating rhythm for the CEO's office, from board prep and executive travel to employee policies and a handbook — invited back 18 months later when the CMO left.

ONE OWNER

AI is my delegate. The judgment, the taste, and the trust stay with me. More ground, higher polish, faster turns: one engagement covers several roles.

THREE WAYS TO ENGAGE

A retainer. A right hand to lead a function or a portfolio of work.

An initiative. Blank page to deadline: a publication, a board cycle, a launch.

A pilot. Clear responsibilities and repeatable practices, built on the team's live projects.

Move forward. Move fast.

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