

**R. Craig Briggs**  
Lecturer, Anderson College of Business  
Regis University

Summary

A senior executive and visionary with diverse global and Asia experience and a proven record in operational leadership, client development, cross-cultural relationships, brand strategy & design, marketing, and brand communications. Thirty years of experience, 20+ in Asia, working with international, regional and local brands across a diverse range of industries from food & beverage and health & beauty, to hospitality, luxury and transportation. Since 2000, leading offices, then regions, in charting expansion, improving design product and service offerings and implementing change management. Founded Passionfruit Asia in 2013, a Hong Kong-based strategic branding and design firm serving clients in Greater China and SE Asia. Returned to USA in 2017 to teach marketing at the university level (undergraduate and graduate courses).

Experience :

**Marketing Professor, Regis University, Anderson College of Business**

(Denver, CO) August 2017 – present

Joined Regis University Anderson College of Business as a Participating Faculty from the Autumn of 2017. Courses taught include: Introduction to Business, Marketing Principles, International Marketing, Marketing Opportunity Assessment, Global Branding, Product Development, and Marketing Mix Decisions. Participate as mentor in annual ACB Innovation Challenge. ACB liaison with RU Marketing Communications team; member of Community College Action Committee.

**Visiting Faculty, CityU Seattle / UIBE**

(Beijing, PRC) January 2017 - present

Teaching MBA501 (Business Communications) on University of International Business and Economics (UIBE), Beijing campus, 2x each year

**Adjunct Lecturer, Chaminade University**

(Honolulu, HI and Macau, China) 2015 - present

Teaching on-line learning for Marketing Principles (undergrad) and International Marketing (MBA), Macau

**Adjunct Faculty, Art Institute Colorado**

(Denver, CO) August 2017 – December 2018

Lectured on Global Marketing and Brand Strategy

**Founder/Principal, Passionfruit Asia Limited (Hong Kong)**

October 2013 – present

Established Passionfruit Asia in 2013, a strategic branding and design firm providing specialized senior-level resources to multi-national firms operating in the Asia-Pacific region. Strong focus on 3 areas: Food & Beverage, Beauty and Luxury Goods.

Established a profitable business in first full year of operation (CY 2014); 65% YOY growth CY 2015

Awards: Vertex Awards for Private Label Branding 2018 and 2016 Silver Awards; 2015 Bronze Award; 2014 – 2 Gold and Special Publisher's Award; 2015 Silver Pentaward for Packaging Design Excellence

**Guest Professor/Lecturer:**

CityU/UIBE Beijing Campus - MBA Course, teaching Business Communications & Research (2017-present)

UH Manoa - Guest lecture Marketing Principles class (Oct 2016)

Hawai'i Pacific University - Guest lecture Hospitality Marketing class (Oct 2016)

Regis University – Guest lectures in Value Chain Management; and, Global Brand Strategy courses: Tylenol Launch in Japan (January 2016)

SCAD Hong Kong Campus – Packaging Design Trends; Private Label Brand Renaissance (2013-2016)

University of Washington B-School – Cathay Pacific Airways: Repositioning for the Asian Century (2015)

Eckerd College – Bridging Brands & Borders (2015)

University of Colorado Boulder – The Characteristics & Behaviors of Power Brands; From Impact to Contact – How Brands Bond with Consumers (2016)

Art Institute Denver – Emerging Asian Power Brands (2016)

Seattle University – The Changing Chinese Consumer (2016) – Visiting Study Tour Group in Hong Kong

**Managing Director, Asia, Brandimage/Anthem** (Hong Kong/Singapore)

September 2011 to Dec 2013

Following the Schawk Inc acquisition of Brandimage, responsible for the integration and development of the Schawk Brand Development offering in Asia: Anthem Singapore and Brandimage Desgrippes & Laga Asia-Pacific (Greater China and Korea)

**Managing Director, Asia, Brandimage Desgrippes & Laga** (Tokyo/Hong

Kong/Seoul/Shanghai); May 2000 to September 2011

Responsible for the operations and development of Brandimage Asia-Pacific.

Accomplishments have included the diversification of service offering in the Tokyo office; the return to profitability of the Seoul office, the successful establishment of the Hong Kong and Shanghai offices; and development of key clients including Coca-Cola, Danone, Nestlé, Godiva, Colgate-Palmolive, Chinese University of Hong Kong, Mandarin Oriental Hotels, Luxottica.

During leadership of Brandimage Asia:

- Voted one of "top branding agencies" in China and Hong Kong, 2008, 2010, 2011 (Marketing HK, and Manager Magazine, China)
- 7 Global Pentawards for Brand Design since 2007 (Dongwon, OIC, The Coca-Cola Company, Samyang, Danone, Eden Chocolates, UNIF)
- 3 APPIE Awards for "best marketing campaigns in Asia" in 2010 and 2011, for Danone Group, Eden Chocolates
- Best of Show at BPA, 2003, 2004 and 2005 for Coca-Cola and BPW

**McCann-Erickson Tokyo, EVP, Senior Group Director** (based in Japan)

(September '98 – April '00)

Responsible for stewardship and growth of Japan-based communications for Gillette (wet shaving and stationery products), Johnson & Johnson (wound care, oral care), Vistakon (Acuvue), McNeil (Tylenol), Gateway Computer, Chevrolet, Deutsche Bank, Cathay Pacific Airways and Nestlé (Nescafé, Friskies and Buitoni) accounts – a portfolio of over US\$100M in annual billings. Grew portfolio revenue by 125% in 18 months. Led McNeil Tylenol launch in Japan.

**McCann-Erickson, SVP, Worldwide Account Director, CX Team** (Hong Kong)

(Oct '93 – September '98)

Led the establishment and global stewardship of the US\$50M Cathay Pacific Airways account. Directed a team of 23 professionals working exclusively on the Cathay

Pacific Airways account, representing the disciplines of account management, creative and production, media, international coordination, CRM and strategic planning. The scope of coordination extended across 5 continents and 26 McCann-Erickson offices.

- Recipient of the HK McCann Leadership Award, 1995
- 1994 NY Festivals' Advertising & Marketing Effectiveness Awards (AME): Gold 1995, Silver 1996, 1998, Finalist 1997.
- 1998 McCann-Erickson Agency Management Seminar (AMS)

**McCann-Erickson Inc. VP, Management Representative** (Based in Atlanta GA)

March '84 – September '93

Account management lead on various national, regional and local clients, including: AFLAC, American Express, Atlanta Journal, Dunlop Sports, Atlanta Convention Bureau, First Union Bank, AmSouth Bank, Waste Management.

Publications

Marketing (Malaysia) Magazine, Contributing Writer, 2013-2016

Branding columnist for MEDIA magazine, 2007-2010

Articles: Marketing Magazine (HK and Singapore)

Campaign Asia

Journal of Brand Strategy

Connections (French Chamber of Commerce in Hong Kong, Shanghai)

Advertising Age China

LinkedIn Postings & Publications

Speaking Engagements

Marketing Futures Workshop, Dhaka, Bangladesh, May 2017

Seattle University Overseas Study Tour: Changing Chinese Consumer 2016;

French Chamber Hong Kong: May 2016: The Semiotics of Luxury; March 2015: Trends

in Luxury Branding; June 2013: Private Label Branding Revolution

Malaysia CMO Conference, May 2012

Brain Taiwan Conference, April 2012

International Design & Development Conference, Seoul, 2011

World Branding Forum, Mumbai, 2011

FUSE Design & Culture, Chicago, 2011

FuturePak, Singapore, 2009

Marketing 360, Taipei, 2009

American Chamber of Commerce (AmCham), Hong Kong, 2009

Education

**Thunderbird School of Global Management;** Master of International Management (MIM)

**Auburn University,** Bachelor of Arts (BA) in International Trade

Languages

English Native Speaker; Proficiency in German and French; Conversational Japanese; Beginner Chinese

Interests

Cinema, mountain trekking, writing, classic rock