

PUBLIC RESUME / 2026

Cody
Simmonds.

Strategy people can use.

01 / PROFILE

Strategy leader with 15 years of experience turning customer intelligence, market context, and complex products into clear brand, customer, and go-to-market decisions. Director of Strategy at Targetbase / Critical Mass, partnering across analytics, creative, and technology. Trusted by senior leaders to clarify hard problems, align teams, and turn strategy into practical plans.

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02 / EXPERIENCE

Selected experience.

TWO CHAPTERS

MAY 2025—PRESENT
DALLAS-FORT WORTH

TARGETBASE / CRITICAL MASS

Director of Strategy
Enterprise customer strategy

- Lead customer journey, lifecycle, and campaign strategy for enterprise accounts.
- Partner across decision science, analytics, creative, technology, and client leadership to turn complex inputs into clear recommendations, briefs, and action plans.
- Guide strategic deliverables and senior-stakeholder working sessions from problem framing through implementation planning.

2022—2024
UNITED STATES

SELECTED PRIOR STRATEGY ENGAGEMENTS

Freelance Strategy Director / Strategist
McCann New York; McKinney; Dagger; Conscious Minds; McGarrah Jessee; R/GA; Elephant

- Developed and presented Mastercard's Moments and Platforms strategy chapters, connecting the Priceless platform to cultural opportunities, channel roles, activation planning, and measurement.
- Led Samsung influencer strategy, translating Gen Z research into talent, use-case, channel, and problem/solution frameworks.
- Additional senior engagements spanned Nike, Starbucks, Fender, Cox Automotive, and Chevron.

SELECTED BRAND EXPERIENCE

SIX SIGNALS

MASTERCARD BRAND / SOCIAL SYSTEM	NIKE BRAND / SOCIAL / CONTENT	SAMSUNG INFLUENCER / ECOSYSTEM
STARBUCKS AUDIENCE / CULTURE	SNAPDRAGON GTM / PLAYBOOK	FENDER LAUNCH / PLATFORM

2021–2022
PORTLAND, OREGON

SWIFT / WUNDERMAN THOMPSON

Associate Strategy Director

IBM, PayPal, Qualcomm / Snapdragon, Salesforce

- Led integrated strategy for global technology and payments accounts while managing and mentoring four strategists and serving as a senior client adviser.
- Built Qualcomm Snapdragon's marketing playbook, extended IBM's global "Let's Create" narrative into digital and social, and shaped strategy for PayPal.

2017–2021
PORTLAND, OREGON

LAUNDRY SERVICE / WASSERMAN

Associate Strategy Director / Senior Strategist

Nike, Jordan, Foot Locker, Amazon, Adobe, Intel, Microsoft

- Led global, regional, and category strategy for Nike across brand, digital, social, and content, building trusted senior relationships and managing three strategists.
- Led an early TikTok strategy and education workshop for 50–100 Nike stakeholders; subsequently completed a six-month embedded Nike Sportswear assignment.

2017
PORTLAND, OREGON

LIQUID

Senior Strategic Planner

Informatica, Sitecore, Silicon Valley Bank, Walmart

- Facilitated executive brand workshops and translated the output into positioning, messaging, and marketing plans; led communications strategy for a major retailer's employee-benefits application.

2015–2016
PORTLAND, OREGON

STRUCK

Strategist

Jack in the Box, Kodiak Cakes, Squatty Potty, Uinta Brewing, Utah Tourism

- Worked across brand, digital, analytics, and research as one of two strategists, helping win and lead consumer, restaurant, and tourism assignments.

2013–2015
DALLAS, TEXAS

THE MARKETING ARM

Account Planner

Dannon, Frito-Lay, Hasbro, Anheuser-Busch, L'Oréal

- Turned qualitative and quantitative research into consumer, audience, and communications strategies for major brands; helped expand the Danone relationship.

2012–2013
DENVER / DALLAS

THE INTEGER GROUP / TBWA

Account Planner

Blue Moon, MillerCoors, PepsiCo, P&G, Polaris

- Led consumer research, shopper strategy, and innovation work across CPG, beverage, and durable-goods brands from insight and briefing through implementation.

04 / EDUCATION

Texas Christian University

B.A., International Communication
Minor in German

05 / TEAM & CAMPAIGN RECOGNITION

Cannes Lions

Silver Lion, 2019

Webby Awards

Social Video Honoree, 2021