

# ASHA DAVIS

*Turning cultural attention into durable business growth — at scale.*

Asha.D.Davis@gmail.com | www.ashadavis.com | LinkedIn

## PROFILE

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Asha Davis has spent 15+ years doing one thing exceptionally well: connecting the dots. From brand strategy to emerging technology, she builds marketing functions that don't just generate attention — they convert it into growth across the full customer lifecycle, from awareness to activation, retention, and revenue. Equal parts creative strategist and commercial thinker, she finds the insight others miss, breaks down silos by design, and consistently turns good ideas into real business results. She has done it for some of the world's most recognizable brands, tech platforms and holding companies — Nissan, P&G, Unilever, Kimberly-Clark, Verizon, BlackRock, Omnicom, WPP, xAI/X, Snap Inc and more. From 10x revenue growth and \$150M+ partnerships to \$60M+ in new business wins, her impact is measurable — for clients and for every organization she has been part of. Recognized by C-suite leaders as an intrapreneur who doesn't wait for permission to build. And yes — five years of stand-up comedy in NYC means she always knows how to read a room.

## EXPERIENCE

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### **xAI / X — Senior Director, Global Marketing**

Feb 2025 – Present

- Lead social-first global marketing strategy across xAI and X, owning team structure, brand positioning, go-to-market execution, and cross-functional alignment with Product, Analytics, Content Partnerships, Creators, Creative Strategy, Comms/PR and Design
- Design and scale integrated marketing programs that connect brand storytelling with measurable audience growth and partner activation across consumer and enterprise ecosystems
- Lead development of B2B and Sales Enablement strategy and materials across X and xAI to accelerate global revenue goals exceeding \$1.5B
- Proactively created opportunities to monetize owned channels for the first time in platform history, generating approximately \$3M in revenue within one year
- Support high-value brand partnership programs across top sports leagues and content partners that expand platform influence and open new revenue channels across key industry verticals
- Serve as a senior marketing voice internally and externally, shaping how the brand shows up across channels, partnerships, and public moments

### **Portrait Media Group / Group Black — SVP, Strategy & Innovation**

2023 – 2025

- Executive leader for a fast-growing media start-up; owned \$60M P&L and delivered 2x YOY revenue growth through new capabilities, growth-audience strategy, and deepened client relationships
- Built and launched 3 new product lines, including AI-driven Martech tool Prism, engineered to drive customer connectivity, conversion, and resonance among high-value growth audiences
- Built integrated brand and growth strategies for a diverse client portfolio including P&G, Ford, McDonald's, Walgreens, Subaru, Nissan, Unilever, Amazon, Eli Lilly, and Target
- Structured and led a strategic partnership with NBCU / Peacock worth \$150M+ in projected revenue, spanning content, distribution, and brand integration
- Pioneered a first-of-its-kind creator partnership with the X social platform, designed to elevate diverse voices and reach mass audiences through culturally resonant programming

### **Snap Inc — Head of Integrated Strategy & AR Innovation**

2022 – 2023

- Founding leader of the 25+ person ARcadia division focused on next-generation Augmented Reality consumer experiences; co-led \$100M+ P&L
- Designed and pitched data-driven, customer-lifecycle solutions to Verizon, Coca-Cola, T-Mobile, Live Nation, and others, blending AI and AR technology to drive measurable conversion and retention

- Implemented strategy-forward measurement frameworks and customer-first design practices to prove campaign efficacy and optimize growth systems
- Represented Snap at Disney Digital Days, the 3% Conference, and Snap Innovation Summits as a thought leader in social and immersive marketing

### **TBWA/Chiat/Day — Director, Integrated Comms Strategy**

2019 – 2022

- Led Omnicom integrated practice for \$1B Nissan business; owned \$100M+ P&L covering strategy, innovation, and media, liaising directly with CMO, Digital Media, Innovation, and Martech leads
- Worked hands-on with innovation teams at Google, Amazon, and Meta to bring emerging products from beta to market; earned a Think With Google Case Study for driving measurable impact
- Built and scaled the integrated strategy discipline across top agency clients including Accenture, Meta, Hilton, and Mayo Clinic, driving \$25M+ in new business and 20% YOY growth
- Spearheaded OneSandbox, an innovative Martech tool; secured \$300K Omnicom investment and routed \$250M+ in client funds through the system
- Co-hosted The Disruptor Series Podcast with TBWA/Omnicom Chair Rob Schwartz; grew to 100K+ listeners per episode and won Adweek Podcast of the Year

### **Ogilvy & Mather — Sr. Strategy & Innovation Lead**

2011 – 2019

- Launched Ogilvy Canada's first Content and Integrated Strategy Practice; grew P&L from \$900K to \$25M+ over three years with 10x growth in year one
- Led social and digital-first Effies Gold Award winning campaign for Huggies that drove a 27% sales increase and overtook Pampers as the hospital number one choice
- Named a 'Change Leader' by Ogilvy's Global CEO and tasked with replicating the integrated growth model at Ogilvy NY and across WPP Global from 2016 to 2019
- Partnered with CMOs, CDOs, and Innovation leads at Motorola, Google, Samsung, Unilever, Kimberly-Clark, BlackRock, Nestle, Ikea, Ford, Kraft-Mondelez, and more
- Co-developed innovative Martech products and led beta programs with key platform partners including Amazon, Reddit, Meta, Twitter, and Snap
- Held senior leadership roles across Canada and the US spanning client service, strategy, and Ogilvy Consulting

## **EDUCATION & PROFESSIONAL DEVELOPMENT**

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**Generative AI for Executives & Business Leaders** — IBM

**AI For Leaders** — Harvard Business School

**Design Thinking & Innovation** — Harvard Business School

**Mark Ritson MiniMBA in Marketing**

**Canadian Association of Advertising Professionals (CAAP)**

**University of Toronto** — Honours BA English, Minor Psychology

## **NOTABLE RECOGNITION**

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- Think With Google Case Study — recognized for innovative, measurable digital marketing effectiveness (Nissan)
- Effies Gold, Huggies Campaign — industry recognition for marketing that drove measurable real-world business results
- The Disruptor Series Podcast, Adweek Podcast of the Year — 100K+ listeners per episode; featured Reddit CMO Roxy Young and top industry founders and executives
- Ogilvy Global 'Change Leader' designation — selected to scale innovative content and growth model across WPP globally