

Jay Flores

Creative Strategist | Brand and Communications Lead

Brand systems architect specializing in clarity, scale, and execution across complex organizations.

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Summary

Creative strategist with 20+ years of experience leading brand, demand, and executive communication systems in enterprise and regulated environments. Proven ability to translate complex problems into clear narratives, scalable assets, and live experiences that drive engagement, qualified pipeline, and organizational alignment.

Hands-on operator who ships—from concept through execution—while partnering cross-functionally with Product, Sales, Clinical, Legal, and Executive teams. Known for building repeatable creative systems that improve speed, consistency, and trust at scale.

Core capabilities

- Brand & Narrative Strategy (StoryBrand, Made to Stick, Smart Brevity)
- Executive & Enterprise Communications
- Creative Direction – Concept → Delivery
- Performance & Demand Creative (A/B + multivariate testing)
- Live & Experiential Marketing Programs
- AR / WebAR / QR Experiences
- AI-assisted creative workflows
- Short-form video & social systems
- Stakeholder alignment & cross-functional collaboration
- Scalable templates, playbooks, and asset governance