



Chris Pizzo

Creative Director | Leading Brand Studios, Scalable Systems, and High-Performing Teams

Summary

Creative Director with 17+ years of experience building brand studios, leading high-performing teams, and scaling creative systems for fast-growing tech companies. I blend storytelling, strategy, and operational clarity to create work that's not only beautiful, but deeply resonant. I lead with empathy, value purpose-driven design, and thrive in environments where creative leadership drives clarity, consistency, and category impact.

Experience

Creative Director, Expel Jan 23 to Jun 25

- Led a company-wide brand refresh that elevated Expel's category position, aligning marketing, product, and digital teams under a unified system.
- Drove measurable gains in creative efficiency by streamlining design ops and implementing scalable workflows to accelerate campaign delivery—cutting turnaround times while scaling output.
- Partnered with demand gen, product marketing, and comms to ensure cohesive storytelling across touchpoints.

Senior Creative Director, Doma Mar 21 to Dec 22

- Spearheaded a full-scale rebrand unifying three companies under a single identity—establishing Doma as a modern, cohesive brand in a legacy industry.
- Built and scaled an in-house creative studio delivering 600+ brand-aligned assets per quarter, supporting rapid growth and pre-IPO readiness.
- Created and operationalized a scalable design system to support aggressive growth across print, digital, and video.
- Partnered with senior marketing leadership to align visual strategy with pipeline, demand gen, and product go-to-market priorities.

Head of Brand Design, SAP Concur Jun 15 to Mar 21

- Led a global brand transformation for Triplt, evolving its identity into a scalable system that supported B2C, B2B, and B2B2C growth.
- Designed and deployed a comprehensive design system that empowered a lean creative team to maintain global consistency across enterprise and consumer channels.
- Directed international rollout of brand assets—creating systems for localization, regionalization, and expansion across multiple languages and markets.

Additional Design & Marketing Experience

- Senior Design Manager, SAP Concur 2015 to 2018
- Owner, Creative Director, Chris Pizzo Design 2008 to 2018
- Lead Graphic Designer, Davis & Associates 2010 to 2011

Contact

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Leadership Skills

Creative Strategy & Leadership
Campaign Concepting & Execution
Brand Systems & Design Ops
Cross-Functional Collaboration
Stakeholder Alignment
Change Management
Mentorship & Team Development
Strategic Storytelling
Mission-Driven Storytelling
Digital Marketing Strategy
Project Management
Public Speaking & Presentation

Design Skills

Web & Digital Design
Motion & Video Design
AI-Powered Design Tools
Print & Presentation Design
Visual Storytelling
Figma
Adobe Creative Suite
WordPress & CMS Management
HTML / CSS
Audio & Podcast Editing

Education

Bachelor of Science Degree
Business Administration
Marketing Concentration
CSU, Sacramento

Awards

Marketing Excellence Award
Triplt.com Website Redesign
SAP Concur (2019)