

Jeffrey L. Lewis



Biography

Jeff Lewis is a creative marketing professional with extensive experience in brand development, brand positioning, product and market segmentation. With a demonstrated ability to improve position and increase market share through innovative marketing solutions, Jeff is a team builder who anticipates and responds to changing market conditions, to maximize value and brand investment.

Jeff has held a variety of positions in the footwear industry, most notably with Wolverine World Wide, Inc., where he spent nineteen years. Initially hired as a manager in the corporate advertising department, Jeff became the first marketing manager for The Hush Puppies Company. At Hush Puppies, he led a phenomenal multi-year repositioning effort, restoring such touch points as the brand's basset hound logo and establishing Hush Puppies as the brand that "invented casual."

His work in repositioning Hush Puppies classic suede footwear led to the brand's receiving numerous industry, fashion and communications awards including "Brand of the Year" in the US and United Kingdom, "Accessory of the Year" by the Council of Fashion Designers of America and "Design of the Decade" by the Industrial Design Society of America. Jeff was named one of the country's "Top 100" marketers by Advertising Age magazine as a result of these efforts.

In addition to brand positioning, Jeff has been instrumental in the development of new business channels. He helped redefine the Hush Puppies retail network, adding brand cachet to a tired outlet format. He launched the first Hush Puppies website in 1995, several years before the e-commerce explosion. He developed a temporary retail concept for the Wolverine Slipper Group, transforming vacant major mall retail space into "go to" destinations for premium slipper product, which resulted in a 33% branded sales increase for the group. He launched the footwear industry's first electronic gift card.

Jeff believes that brand success comes from understanding physical and emotional brand assets, then creatively molding brand realities to consumer dreams. He studied Communications at Michigan State University, receiving a bachelor's degree in advertising. He has worked with top advertising, marketing and creative professionals in the US and, as a result of his global responsibilities with Hush Puppies, throughout the world.

Creativity is a part of Jeff's personal life as well. He has been a supporter of Odyssey of the Mind, an international children's creative competition, for the past decade, working as a coach, judge, problem captain and most recently as a member of the Michigan Board of Directors. He and his family have recorded two compilations of holiday songs written and produced by Jeff. He has also served in a number of lay leadership positions in his local and area church organizations.

For more information, visit www.jefflewis.info.