

Nik Poon

Creative Strategy Director

San Francisco, CA, United States | [LinkedIn](#) | [Portfolio](#)

Product marketing and brand strategist with 15+ years positioning complex technology products and building go-to-market campaigns. AI-native operator who builds with AI daily.

EXPERIENCE

Strategy Director (on assignment at Google) Mar 2025 — Jun 2026

Factor (on assignment at Google Cloud)

San Francisco Bay Area

Owned positioning, messaging architecture and launch narrative for Gemini Enterprise across executives, business decision makers, IT/security leaders and developers. Built a custom competitive intelligence system in Google AI Studio tracking ~21 AI competitors to set messaging priorities and inform campaign strategy. Paid customers grew 40% quarter over quarter in Q1 2026.

AI Business Fellow

Jan 2025 — Jan 2025

Perplexity

Brand Strategy Director

Jul 2023 — Feb 2025

Goodby Silverstein & Partners

San Francisco, CA

Led product launch and brand strategy for BMW i5/5 Series Super Bowl 2024 campaign with Christopher Walken, achieving #1 iSpot effectiveness rating and +267% configurator builds. Repositioned Mountain Dew around its outdoors equity for Baja Blast launch, generating 17B+ earned impressions and +553% search lift. Mapped BMW USA's omnichannel customer journey and led integrated agency partners across CRM, website, social and dealer communications.

Director of Strategic Planning

Nov 2020 — Jan 2023

Arrivals + Departures

Toronto, Canada

Led brand and integrated campaign strategy across Pet Valu, Mydoh, OXY, Twisted Tea and SkipTheDishes while mentoring a team of five. Launched Mydoh, RBC Ventures' fintech product, into an unknown category with +15% awareness, +13% consideration and +314% branded search. Repositioned Pet Valu around its Animal Care Experts platform, driving +21% year-over-year sales and No. 1 market share.

Strategy Director

Apr 2018 — Nov 2020

Saatchi & Saatchi

Toronto, Canada Area

Led strategy for Toyota Canada, translating global brand positioning into regional integrated campaigns and cultural programs including Tokyo Olympics, electrification and Corolla Cross. Drove electrified sales +30.5% year-over-year and overall Toyota Canada sales +6% year-over-year through strategic positioning and campaign execution.

Senior Strategist

Aug 2016 — Dec 2017

Havas

New York, New York

Led strategy for a competitive category challenge, breaking through against larger competitors. Achieved 87% lift in unaided awareness and 4x year-over-year sales growth, moving the brand from #6 to #3 market share.

Strategist

Jun 2014 — Aug 2016

AKQA

New York, New York

Led experience strategy for Verizon's national retail and My Verizon app redesign, aligning physical and digital journeys across 113M customer footprint and improving profitability by 10%. Led brand and content strategy for 1912 Pike, Starbucks' first owned brand-content platform for coffee culture.

Strategist

Oct 2013 — Jun 2014

Idea Couture Inc.

Toronto, Canada

Strategist (freelance)

Jul 2013 — Aug 2013

McCann London

London, United Kingdom

Product Marketing Manager | Product Strategist

Apr 2012 — Apr 2013

TAB (The App Business)

London Area, United Kingdom

Strategy Intern

Oct 2011 — Apr 2012

TBWA\Media Arts Lab

London, United Kingdom

Strategy Apprentice

Nov 2010 — Jun 2011

Bond Brand Loyalty

Toronto, Canada

Brand Strategy & Product Marketing

Jan 2010 — Dec 2014

Various agencies (TBWA\Media Arts Lab, The App Business, Bond Brand Loyalty)

London, UK & Toronto, Canada

Started at TBWA\Media Arts Lab supporting Apple's iPhone, Siri, App Store, iPad and iPod product positioning and marketing. Led product marketing for native mobile experiences including Mercedes-Benz AR and The X Factor companion app, which generated 130K+ fan-created video submissions and 40K downloads.

EDUCATION

University of Toronto - Rotman School of Management

B.Com in Commerce

Beijing Language and Culture University

Summer Exchange in Mandarin

Improved my Mandarin and knowledge of Chinese culture in and outside of class. Also taught English to local university students.

University of Toronto - Rotman School of Management

Bachelor of Commerce in Marketing/Marketing Management, General

CERTIFICATIONS

Become an AI Leader, Section Apr 2025

Foundations of Diversity, Equity, Inclusion, and Belonging, LinkedIn Dec 2023

SKILLS

App Marketing · Brand Building · Marketing Campaign Strategies · Creator Economy · Consumer Culture · Product Adoption · Skills Analysis · Brand Health Tracking · Social Media Marketing · Commerce · Product Launch · Positioning (Marketing) · Hybrid Electric Vehicles · Product Launch Planning · Go-to-Market Strategy · B2B Marketing Strategy · Integrated Marketing · Product Marketing · Economic Analysis · Customer Insight · Marketing Strategy · Strategic Planning · Brand Management · Creative Strategy · Brand Strategy · Quantitative Research · Econometric Analysis · Microeconomics · Macroeconomics · Cross-functional Collaborations · Artificial Intelligence (AI) · Market Analysis · Critical Thinking · Problem Solving · Qualitative Research · Research Design · Presentations · Business Planning · Management · Strategy · Photography · Microsoft Office · Marketing Briefs · Data Analysis · Consumer Behavior · User Insight · Competitive Analysis · Storytelling · Narrative Development · Cross-Functional Partner Advising · Enterprise Marketing · Consumer Marketing · AI Prototyping