

KEVIN KEITH

President | CEO | Commercial Growth Leader

Enterprise Growth & Transformation Executive | Former Chief Marketing Officer, Chief Brand Officer & Chief Strategy Officer

Consumer • Franchise • Retail • PE-Backed Growth • Digital Transformation • AI Enablement

FORBES Next CMO Game-Changing Marketing Leader | 2025 ORBIE CMO of the Year Finalist

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EXECUTIVE PROFILE

Areas of Leadership: Enterprise Transformation • Commercial Growth & Scaling Strategy • Operating Performance • Franchise & Multi-Unit Operations • Board Governance • Customer Experience • Organizational Leadership • Enterprise Value Creation • Market Expansion

Enterprise growth and transformation executive with more than 25 years of leadership experience driving transformation, revenue growth, customer expansion, and brand modernization across globally recognized consumer, retail, franchise, and tech-driven organizations.

Proven record leading large-scale business transformation initiatives for organizations ranging from emerging growth companies to \$1B+ enterprises, including Edible Brands, Orangetheory Fitness, Coca-Cola, UPS, and JWT.

Known for aligning strategy, operations, technology, customer experience, and brand to accelerate enterprise value creation. Experienced advisor to founders, CEOs, franchisees, and executive leadership teams on growth strategy, digital transformation, AI adoption, organizational effectiveness, and market expansion.

Recognized for building high-performing teams, leading complex change initiatives, and creating scalable operating models that drive sustainable growth across multi-unit, multi-brand, and international organizations.

ENTERPRISE LEADERSHIP HIGHLIGHTS

- Contributed to growth initiatives supporting more than **\$800M in revenue expansion** at Orangetheory Fitness.
- Helped scale Orangetheory from a \$200M to **\$1.2B global franchise enterprise**, spanning 1,500 locations across 23 countries.
- Served as executive leadership team member and board participant helping scale organizations from emerging growth ventures to billion-dollar global enterprises.

- Led transformation initiatives across **700+ franchise locations** and four consumer brands at Edible Brands.
 - Managed enterprise investments and budgets exceeding **\$250M annually**, while driving **greater efficiency and improved EBITDA**.
 - Built and led organizations of up to **36 direct and indirect team members** while influencing thousands of franchise operators globally.
 - Delivered multi-million-dollar operational efficiencies through modernization, agency consolidation, technology transformation, and AI-enabled operating models.
 - Partnered extensively with founders, CEOs, boards, franchisees, investors, and executive leadership teams on enterprise growth initiatives.
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K2 FRACTIONAL EXECUTIVE ADVISORY

Founder & Managing Partner | September 2025 – Present

Advise founders, CEOs, private-equity-backed companies, franchise organizations, and emerging consumer brands on growth strategy, brand transformation, AI enablement, customer acquisition, and organizational modernization.

Selected Engagements:

Early Medical

- Selected by Peter Attia, MD to help architect the patient-facing brand, growth strategy, and premium member experience for a next-generation longevity and preventive healthcare platform.
- Partnering with founder and executive leadership to develop the commercial strategy, acquisition model, service experience, and market positioning for a concierge healthcare offering serving ultra-high-net-worth individuals.
- Designing scalable growth, engagement, and customer experience frameworks supporting annual memberships ranging from \$75,000–\$200,000.
- Helping establish a differentiated healthcare platform at the intersection of longevity science, premium hospitality, technology, and personalized medicine.

Free Bird Beverage

- Serve as Fractional Chief Marketing Officer for rapidly growing consumer beverage brand, driving growth to 2,000 retailers and counting (including Wal-Mart)
- Leading enterprise growth strategy, retail and on-premise development strategy, sponsorship portfolio development, customer acquisition planning, and brand expansion initiatives.
- Developed measurement architecture, analytics framework, and growth roadmap supporting regional and national expansion.

Social-Kraft

- Serve as Fractional Chief Strategy Officer advising agency leadership on growth strategy, executive visibility, operating model development, AI integration, and client acquisition initiatives.

- Led and won Clorox LATAM AI-assisted creative and production assignment for Peru, Chile and Puerto Rico, reducing Client cost by 77% while maintaining and exceeding company OKRs for the region.

Yoga Joint

- Advising executive leadership on franchise growth strategy, member acquisition systems, AI-enabled marketing operations, and new studio expansion.
- Designed scalable operating frameworks supporting accelerated franchise development and improved marketing accountability.

EDIBLE BRANDS

Chief Marketing Officer | January 2022 – August 2025

Executive leadership team member reporting directly to Founder and CEO with responsibility for enterprise growth strategy, ecommerce performance, customer acquisition, digital transformation, franchise marketing, analytics, partnerships, and customer experience across four brands.

- Led enterprise transformation initiatives contributing to 12% ecommerce growth and 4% same-store sales growth while modernizing the company's positioning, customer experience, and operating model, reversing double-digit sales declines.
- Partnered with executive leadership to redefine brand strategy, customer engagement, and franchise growth priorities across multiple business units.
- Built and led Studio E, a full-service in-house agency supporting four brands while improving performance and reducing external agency dependency.
- Led marketing operating model redesign that reduced agency, external partner and operating costs by more than \$5M annually while improving measurement, accountability, speed-to-market, and commercial effectiveness.
- Spearheaded enterprise AI modernization strategy across customer experience, analytics, operations, and commercial functions.
- Implemented enterprise customer experience governance framework, increasing NPS from 36 to 64 and significantly improving franchise performance visibility.
- Directed customer data transformation initiative involving 25M+ customer records, enabling advanced personalization and improved commercial performance.
- Partnered with innovation, operations, and executive leadership teams on NextGen store development, portfolio optimization, loyalty strategy, and new growth initiatives.

ORANGETHEORY FITNESS (Global HQ)

Chief Brand Officer | February 2017 – May 2022

Executive leadership team and board member, reporting directly to Founder and CEO, responsible for driving global growth, customer acquisition, brand strategy, digital transformation, franchise development, partnerships, and customer experience for a \$1.2B franchise enterprise operating 1,500 locations across 23 countries.

- Served on the Orangetheory Board of Directors, contributing to enterprise growth strategy, franchise expansion, digital transformation, and long-term business planning during a period of significant global growth.
- Contributed to growth initiatives supporting more than \$800M in revenue expansion while helping scale the business into one of the world's largest fitness franchise systems.

- Led enterprise-wide transformation initiatives across customer acquisition, retention, digital experience, franchise growth, and brand development.
- Built and led a 26-person internal agency and global marketing organization supporting all consumer growth functions.
- Directed global COVID recovery strategy that helped restore approximately 91% of membership base following pandemic disruption.
- Led development of global operating standards, identity systems, and customer experience frameworks across 1,500+ locations.
- Negotiated and executed strategic partnerships with Apple, Nike, Lululemon, Amazon Prime, and Steve Aoki.
- Oversaw launch of award-winning digital ecosystem, including mobile app and web experience that increased lead conversion more than 4x.

JWT

Chief Strategy Officer | November 2013 – February 2017

- Served as executive strategic advisor to Fortune 50 companies and government organizations including Shell, U.S. Marine Corps, FEMA, Build-A-Bear, and Jiffy Lube on enterprise growth, customer experience, and business transformation initiatives.
- Led strategic business consulting engagements and workshops across healthcare, retail, energy, automotive, and government sectors.
- New Client growth increased revenue 18% over my leadership tenure.

The Coca-Cola Company

Group Director, Integrated Marketing | January 2010 – November 2013

- Directed integrated growth strategy and commercial marketing initiatives for Coke Zero and Sprite North America, creating programs and innovations later adopted across numerous international markets.
- Delivered 9% growth for Coke Zero and 7% growth for Sprite through marketing/brand innovation, customer acquisition, and integrated go-to-market strategies, reversing growth decline for Sprite.
- 2012 AdAge "Marketer of the Year" award recipient

EXECUTIVE LEADERSHIP EXPERTISE

22Squared | SVP, Director of Brand Development

Led strategic transformation of a \$500M agency, expanding digital, analytics, and integrated marketing capabilities while generating \$75M in new and organic business growth. Managed key relationships across consumer, retail, financial services, and nonprofit sectors.

UPS | Global Advertising Director

Directed global brand strategy and communications across 45 countries. Managed a \$160M budget and led worldwide rollout of the "Deliver More" brand platform, including activation of the Beijing Olympics sponsorship.

Publicis/Hal Riney | Account Leadership

Led global HP business initiatives supporting the award-winning "Invent" platform and enterprise growth objectives.

Ogilvy & Mather | Account Leadership

Supported IBM's transformational global eBusiness platform during a period of significant technology transformation and business growth.

Lowe & Partners

Led award-winning Mercedes-Benz campaigns recognized with multiple Cannes Lions and EFFIE awards. Led strategy and deployment of Mercedes-Benz' first ever website, including a "build your own" feature, an industry first.

Foote, Cone & Belding

Supported launch of Campbell's V8 Splash and global Citibank initiatives.

BOARD, GOVERNANCE & INDUSTRY LEADERSHIP

- Orangetheory Fitness, Board of Directors (2017-2022)
- RoswellNEXT, Board Member & Treasurer (2018-2021)
- ORBIE CMO of the Year Finalist (2025)
- Forbes Next CMO Game-Changing Marketing Leader (2019)
- AdAge *Marketer of the Year* team award (Coca-Cola, 2012)
- Guest Lecturer, Emory University Marketing Practicum
- DNA/WPP-MBA Executive Program graduate
- Frequent speaker and advisor on AI, growth strategy, customer experience, franchise expansion, and brand transformation

Education

- Lee University, Cleveland, TN: B.S. Business, Minor in Economics
- University of Cambridge, St. John's College, UK: Senior Global Studies Scholar (European Economics & British History)