

Jim Stevenson

Supporting Instructor of Industrial and Innovative Design at Cedarville University

Columbus, OH, US

Jim Stevenson has provided marketing, branding, writing, communications, and strategic leadership to global brands

Description

For over two decades, Jim has been providing marketing, branding, writing, communications and strategic leadership to global brands including Honda, Bob Evans, Scotts, Square D, Mettler-Toledo, Coldwell Banker, Columbia Gas, Real Living, HER, Pinnacle Data Systems, MTV, Quaker State, Gatorade, Qwest/LCI, Mitel, Century Insurance Group, and more. Further, Jim co-authored the ICC curriculum, oversees university relations, and contributes business-related presentations, exercises and course content in the major.

Stevenson also has experience in professional motorsports marketing, including NASCAR, CART/IndyCar, Grand Am, ALMS, and SCCA. Jim is a national keynote presenter on creativity, innovation, and marketing, and has launched several new companies, including Formula Marketing with ICC partner Tom Balliett.

Industry Expertise

Design, Education/Learning, Advertising/Marketing

Topics

Creativity And Innovation In Design, Creativity In Marketing, Business, Entrepreneurship, Automotive History, Classic Car Investment, Automotive Design, Professional Motor Sports

Affiliations

Kosovo Leadership Academy : advising school board member

Education

The Ohio State University

B.A. Journalism

Accomplishments

2012 Marketing Director of the Year

Building Industry Association

2011 Marketing Director of the Year

Building Industry Association

2010 Marketing Director of the Year
Building Industry Association

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