

# **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

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## **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.

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## **Industry Expertise**

Design, Education/Learning, Advertising/Marketing

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## **Topics**

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

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## **Affiliations**

Kosovo Leadership Academy : advising school board member

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## **Education**

The Ohio State University

B.A. Journalism

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## **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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