

Ashley V. Grotewiel

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Summary

Creative leader with 20+ years of experience in brand strategy and management, including development, evolution, and integration. Combines creative direction with hands-on design expertise, guiding projects from concept through execution across print, digital, environmental, and experiential design. Supports marketing campaigns, sales initiatives, customer and event experiences, and corporate facilities through strong creative vision, collaboration, project management, and a commitment to high-quality results.

Accomplishments

- Shaped the Tnemec brand for more than 20 years, leading its evolution through multiple brand refreshes while strengthening its recognition and reputation within the industry.
- Led the brand integration and development of 5+ company acquisitions and new business ventures, balancing alignment with Tnemec while preserving each brand's distinct identity.
- Improved interior and exterior facility aesthetics to elevate the customer and employee experience and strengthen brand presence.
- Redesigned packaging across an entire product line to enhance visual impact, accessibility, accuracy, and durability, encompassing 30+ container formats and 150+ products.
- Identified the company's need for a dedicated Art Department and successfully established it to support company objectives.
- Identified and implemented brand templating and content management platforms, streamlining access to assets and empowering employees while protecting brand consistency.

Experience

Tnemec Company, Inc. – North Kansas City, MO

Director – Art and Brand Management (2026-Present)

Senior Art Manager (2023–2026)

Creative Marketing Manager (2008–2023)

Marketing Coordinator (2006–2008)

Brand Management and Strategy

- Guides the company's visual expression across all channels and divisions.
- Aligns creative strategy with marketing and sales objectives.
- Assists in developing and managing department budgets.

Creative Direction

- Leads the creation of design assets from concept through delivery across multiple formats, including multilingual content for diverse audiences.
- Curates a high-quality brand image library through identification, photographer selection, shot planning, and art direction.

- Presents creative to multiple audiences, articulates design rationale, and incorporates stakeholder feedback.

Vendor and Project Management

- Oversees the production of company collateral, including file preparation, specification identification, and coordination with vendors to ensure quality and consistency.
- Conveys direction to external partners, including advertising agencies, photographers, printers, and interior designers.

Leadership and Collaboration

- Manages and mentors junior designers, supporting skill development and professional growth.
- Supports and fosters the development of the Women in Tnemec (WIT) initiative.

Continuous Improvement

- Maintains deep knowledge of products, customers, and markets to inform creative decisions.
- Stays current on design trends and industry best practices through online and in-person learning.
- Explores emerging AI technologies to guide their thoughtful and responsible use within creative workflows.

Volunteer Work

Chariton County Economic Development Corporation – *Chariton County, MO*

- Served in multiple leadership roles including President, Secretary, and Treasurer.
- Oversaw development of a comprehensive tourism campaign, including a website, online business directory, social media pages, and community signage.

Community Art Players – *Salisbury, MO*

- Manages marketing for seasonal productions and fundraising events.
- Serves as sound engineer for live productions, including music and sound effect selection.

Skills

- **Design Tools:** Adobe Creative Suite
- **Brand and Asset Management:** Marq, Canto
- **Web and CMS:** Wagtail, WordPress
- **Project and Workflow:** Monday, AirTable, Ziflow
- **Business Tools:** Microsoft Office Suite

Education

Bachelor of Fine Arts, Commercial Art

University of Central Missouri — Warrensburg, MO

May 2006