

# EVAN THOREAU HEIGERT

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## GLOBAL MARKETING, BRAND AND CREATIVE EXECUTIVE | MBA

Versatile marketing, brand and creative leader with significant background directing award-winning integrated campaigns, brand identities and content strategies across B2B and B2C industries. Executive MBA from Kellogg School of Management amplifying creative experience with core business frameworks including marketing analytics, strategy formulation and dynamic brand management. Armed with a unique mix of proven creative leadership and comprehensive business strategy to help organizations drive growth through the lens of authentic brand storytelling.

## AREAS OF EXPERTISE

Brand Development | Brand Storytelling | Creative Direction | Content Strategy | Corporate Branding | Creative Management | Demand Generation Marketing | Cross-functional Team Leadership | Thought Leadership

## PROFESSIONAL EXPERIENCE

**Wolters Kluwer Health**, Chicago, IL

**2021 - 2025**

### Creative & Design Director

Direct creative and content development of UpToDate Patient Engagement, award-winning healthcare consumer multimedia education that empowers patients and care providers.

- Manage internal creative studio of 12+ specialists in medical art, visual design and UX/UI.
- Lead new business and customer satisfaction initiatives, resulting in \$24 million in revenue, \$1.9 million in new sales and 99% retention in 2024.
- Executed global rebranding of original education offering into the UpToDate Patient Engagement suite - rated KLAS Research #1 Patient Education brand in 2025.
- Actively represent Wolters Kluwer Health as a thought leader and speaker for leading industry platforms including HIMSS, Patient Experience, Scottsdale Institute, MedCity News and more.

**Iris Worldwide**, Chicago, IL

**2019 - 2021**

### Executive Creative Director

Led a core 10-person multi-disciplinary creative team of art directors, copywriters, designers and motion graphics.

- Directed award-winning digital and integrated advertising campaigns for global brands including Abbott, Alcon, Barclays, HP Enterprise, Otis Elevators, Roche, PayPal, Samsung and Verisign, resulting in more than \$5 million in annual recurring revenue.
- Coordinated freelance resources and third-party marketing automation and content vendors.
- Spearheaded creative teams for B2B new business opportunities in North American market, resulting in 8 new contracted clients and driving office ranking from 9<sup>th</sup> in revenue to 2<sup>nd</sup> highest in the network.
- Managed creative campaign budget management alongside strategy and account leads to deliver better-than-expected ROI for clients and internal marketing campaigns.

**Iris Worldwide**, Chicago, IL & Munich, Germany

**2012 - 2019**

### Creative Director

Promoted to agency Creative Director overseeing a bilingual creative team including art directors, designer, copywriters and motion graphics artists out of the Munich, Germany office for five (5) years.

- Directed international, multi-channel campaigns for a variety of global brands including Adidas, BMW, Bosch, HP Inc., Infineon, NetApp, Roche, Siemens and Verisign.
- Directed creative for new business RFPs in European and North American markets, resulting in 12+ new clients and entry into new industries including FinTech, Healthcare and Life Sciences.
- Returned to the Chicago office to rebuild agency creative capabilities and extend the creative output of the agency, effectively doubling the creative team from five (5) to 10 team members by 2019.

## ADDITIONAL EXPERIENCE

**Iris Worldwide**, Chicago, IL & Munich, Germany  
**Senior Copywriter**

**Enova Financial**, Chicago, IL  
**Copywriter**

**Aisle Rocket Studios**, Chicago, IL  
**Junior Digital Copywriter**

**The Boston Globe**, Boston, MA  
**National and Foreign News Desk Assistant and Contributing Writer**

## EDUCATION

**Executive Master of Business Administration (MBA)**  
Northwestern University Kellogg School of Management, Evanston, IL

**Bachelor of Arts (BA) in English Studies**, Cum Laude  
Washington University, St. Louis, MO

## INDUSTRY AWARDS

<b>Best in KLAS: #1 Patient Education</b> , KLAS Research	2025
<b>Winner, Inclusive Patient Experience</b> , Fierce Healthcare Awards	2024
<b>Best of Interactive/Rich Media</b> , Digital Health Awards	2024
<b>Best of Interactive Content</b> , Digital Health Awards	2023
<b>Best Brand Campaign</b> , Association of National Advertisers ACE Award	2019
<b>Best Corporate Branding</b> , Association of National Advertisers B2 Award	2019
<b>Best 360 Brand Campaign</b> , Summit Awards	2019

## ADDITIONAL INFORMATION

**Read my eBook:** Teaching Old Brands New Tricks: 5 Maxims for Heritage Brands

<https://www.evanheigert.com/on-brand>

**Listen to my appearance:** Nordic Designing for Health Podcast

<https://www.nordicglobal.com/blog/designing-for-health-interview-with-evan-heigert-podcast>