

# LARRY LOWE

CMO | CREATIVE DIRECTOR | BRAND ARCHITECT

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## BUSINESS

Strategy · Growth ·  
Markets · Product

## HUMAN

Culture · Psychology ·  
Behavior · Need

## CREATIVE

Brand · Design ·  
Film · Content

## TECHNOLOGY

Digital · Data · AI · Platforms

## EXECUTIVE PROFILE

Global CMO and brand architect who builds businesses, markets and brands by connecting business strategy, human insight, creative direction and technology. At Max International / LiveMax, leads global marketing, product commercialization and creative operations across 22 international markets, including 10 market launches and the creation of the Max Beauty category. That leadership in science-backed health and wellness builds on integrated campaign leadership for Pfizer, Merck, Lilly and Genentech across four therapeutic categories, the first-ever national relaunch of Mercedes-Benz Starmark and national recruitment strategy for the U.S. Navy. Combines executive judgment with hands-on command of film, design and digital production.

## SELECTED EXECUTIVE IMPACT

### MAX INTERNATIONAL / LIVEMAX

#### GLOBAL CMO | CELLULAR HEALTH & WELLNESS

**\$70M+**

Business scale supported

**22**

International markets

**10**

Global market launches

Global marketing and brand leadership supporting the international growth and commercialization of science-backed cellular health products.

### MAX BEAUTY

#### 10-product category launch in a severely underserved market

Created and launched a new beauty category, leading consumer research, product development, brand creation and integrated multimedia execution.

### HEALTHCARE

#### Four major therapeutic categories

MEMORY · PREVENTION · MOOD · MOBILITY

Senior strategic and integrated campaign leadership across Pfizer, Merck, Lilly and Genentech, encompassing major pharmaceutical and biotechnology brands.

### MERCEDES-BENZ USA

#### First-ever national Starmark Certified Pre-Owned relaunch

Led strategic development and integrated creative leadership spanning research, brand positioning, broadcast, digital and CRM.

### U.S. NAVY

#### Four consecutive years of General Enlistment growth

Directed national General Enlisted Recruitment strategy and relationship marketing, contributing to four consecutive years of year-over-year recruitment growth.

## EXECUTIVE CAPABILITIES

Global Marketing Strategy · Brand Architecture · International Market Development · Go-to-Market Strategy · Positioning & Messaging · Product & Category Development · Consumer Insight & Research · Healthcare & Pharmaceutical Marketing · Integrated Marketing · CRM & Relationship Marketing · Creative Direction · Digital Transformation · Executive Leadership

EXECUTIVE EXPERIENCE

LIVEMAX / MAX INTERNATIONAL

2013–PRESENT

Global CMO / Chief Creative Officer

Lead global marketing, communications and creative operations for a science-backed health and wellness enterprise serving consumer and independent-sales audiences across 22 international markets.

- Global brand leadership.** Direct brand strategy, positioning, product marketing, digital, social, events, sales communications, media and creative production within one global strategic system.
- International market development.** Led 10 market launches, adapting strategy by language, culture, consumer psychology, economic reality and category maturity.
- Product commercialization.** Led commercialization of core cellular health products, including Cellgevity, MaxOne and MaxATP, supported by the RiboCeine science platform.
- Team leadership.** Build, manage and mentor multidisciplinary teams of up to 25 designers, developers, writers, editors, videographers and external partners while remaining directly involved in creative direction.
- Cross-functional alignment.** Align sales, science, regulatory, field leadership and international markets on product value, messaging, compliance and launch readiness.

SENIOR AGENCY & BRAND LEADERSHIP

SENIOR STRATEGIC, CREATIVE & RELATIONSHIP-MARKETING LEADERSHIP

1992–2012

Advanced through senior agency and brand-side roles in direct response, relationship marketing and integrated communications, building and leading cross-functional teams across strategy, account management, creative, media, analytics and database marketing.

HEALTHCARE Pharmaceutical & Biotechnology | Pfizer · Merck · Lilly · Genentech

Managed and led integrated campaigns for major pharmaceutical and biotechnology brands across four therapeutic categories, directing strategy, audience insight, multichannel development, creative and CRM within highly regulated categories. This work, immediately preceding Max / LiveMax, built the foundation in science-based, regulated communication later applied to global health and wellness leadership.

| CATEGORY   | COMPANY · PRODUCT   | EXPERIENCE                                                                                                                 |
|------------|---------------------|----------------------------------------------------------------------------------------------------------------------------|
| Memory     | Pfizer · Aricept    | Alzheimer's disease; patient and caregiver education, relationship marketing and CRM                                       |
| Prevention | Merck · Zostavax    | First-ever shingles vaccine; vaccine awareness, education and integrated campaign leadership                               |
| Mood       | Lilly · Cymbalta    | Depression; patient awareness, education and engagement                                                                    |
| Mobility   | Genentech · Actemra | Rheumatoid arthritis; patient and healthcare-professional communications, awareness, education and treatment understanding |

- Campaign leadership.** Managed integrated campaigns from strategy through creative development, oversight and multichannel execution.
- Audience understanding.** Research, segmentation and behavioral insight for patients, caregivers and healthcare professionals.
- CRM and relationship marketing.** Patient and caregiver relationship programs supporting education, engagement and treatment adherence.

SENIOR AGENCY & BRAND LEADERSHIP, CONTINUED

|                                                                |                                                                                                                                                                                                                                                                                             |
|----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mercedes-Benz USA</b><br>Starmark Certified Pre-Owned       | Led strategy and integrated creative for the first-ever national relaunch of Starmark, from research through market launch, across broadcast, digital and CRM communications for brand positioning, acquisition and customer relationships.                                                 |
| <b>U.S. Navy</b><br>General Enlisted Recruitment               | Directed strategic and account leadership for national recruitment strategy, integrating audience research, relationship marketing, lead generation and lead management across the prospect-to-sailor journey, contributing to four consecutive years of year-over-year recruitment growth. |
| <b>National Brands</b><br>Verizon · Bank of America<br>· Hyatt | Led customer acquisition, CRM, direct response, loyalty and integrated marketing initiatives across national audiences and channels.                                                                                                                                                        |

HANDS-ON CREATIVE & TECHNOLOGICAL CAPABILITIES

|                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CREATIVE DIRECTION &amp; PRODUCTION</b>                         | Beyond executive creative leadership, brings direct, hands-on proficiency in filmmaking, commercial production, video editing, photography, visual design, writing and multimedia storytelling. This practical command of the creative process strengthens the connection between strategic objectives, creative development, production quality and final execution.                                                                        |
| <b>FILM, DIGITAL &amp; INTEGRATED COMMUNICATIONS</b>               | Extensive experience leading and producing short- and long-form films, television commercials and branded video, alongside websites, digital experiences, CRM, email, social communications, audience segmentation and integrated marketing platforms. Connects content, technology, consumer behavior and business objectives across the complete communications ecosystem. Tools include Adobe Creative Cloud, Photoshop and Premiere Pro. |
| <b>STRATEGY, CREATIVE LEADERSHIP &amp; AI-ENABLED CAPABILITIES</b> | Strategic thinking, creative judgment and direction lead the work. Selectively uses artificial intelligence, including generative and analytical capabilities, to expand research, exploration, concept development, writing, design, imaging, film production and digital execution. AI strengthens the range, speed and possibilities of established professional expertise rather than defining or replacing it.                          |

PERSONAL INITIATIVES

|                                                                      |                                                                                                                                                                                                                                                                                                                     |
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| <b>Hear Me</b><br><a href="http://hearmehelp.com">hearmehelp.com</a> | <p>A personally conceived and developed awareness initiative addressing abuse and the silence surrounding it.</p> <p>Created to encourage understanding, conversation and support for people affected by abuse, bringing together research, writing, storytelling, filmmaking, music and digital communication.</p> |
|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

PERSONAL PASSIONS

Photography, filmmaking and writing are longstanding personal passions pursued outside professional responsibilities. They continually deepen an appreciation for people, storytelling and the creative process.

EDUCATION

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|-------------------------------------------------------------------------------|------|
| <b>Bachelor of Science, Psychology</b>   Union College, Schenectady, New York | 1989 |
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