

# Britta Lundstrom

Executive Creative Director | Brand + Ops Strategist

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Strategic and human-centric creative leader with 15+ years of experience crafting brand narratives and leading high-impact marketing initiatives for world-class companies. Passionate about blending brand storytelling with operational excellence to scale creative output, foster innovation, and drive business transformation. Adept at leading global teams, building efficient systems, and translating vision into execution.

## Core Competencies

Creative Direction | Brand Development | Organizational Design | Performance Marketing  
Global Team Leadership | Creative Operations | Process Optimization | Consumer Experience Strategy  
Budget & Resource Management

## Professional Experience

**Sr. Creative Director & Creative Operations Specialist, Founder** – 12/2013 - Present

**Grove + River, Design Studio**, Brush Prairie, WA (Remote)

Lead brand and marketing initiatives for consumer and lifestyle brands, with a focus on creative excellence, storytelling, and operational transformation. Partner with executive teams to evolve creative culture, implement scalable workflows, and align brand expression with business goals.

**Senior Creative Director, Senior Studio Director** – 05/2024 - 04/2025

**Pinch, Los Angeles, CA/New York City, NY** (Remote)

Client partner to Amazon, Nike, Lululemon, Google, Netflix, ServiceNow, and Upstart. Oversaw creative operations, implemented systems that optimized studio performance, and ensured effective cross-functional collaboration. Built team infrastructure to support long-term vision and execution.

**Head of Creative (Executive Creative Director), Sr. Leadership Team** – 02/2022 - 05/2024

**Design Director, Nike** – 04/2020 - 02/2022

**Thesis, Portland, OR** (Remote/Hybrid)

Directed a 75+ person creative department and led omni-channel creative output for Nike North America and Global. Built design systems, scaled creative teams, and developed leadership frameworks. Owned department budgets and contributed to agency-wide strategic planning. Oversaw creative output for world class brands including Nike, Adobe, Spotify and HP.

## Education

**Certificate in Organizational Design** – Cornell University, April 2025

**Bachelor of Arts (B.A.)** – DIT Deggendorf Institute of Technology, Germany

## Languages

Fluent in English and German