

# Jack Oh

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## EXECUTIVE SUMMARY

Senior brand and marketing leader with deep experience building audience-first brands at the intersection of entertainment, technology, and culture. I specialize in translating complex products, creative ecosystems, and emerging platforms into clear narratives resonant with global communities – particularly in gaming, media, and platform businesses. My career spans scaling iconic franchises, launching new platforms, and operating in high-ambiguity environments where judgment, taste, and execution matter more than process.

## CORE COMPETENCIES

Audience & Community Strategy

Brand & Narrative Systems

Content & Franchise Marketing

Games & Interactive Entertainment

Creative & Product Collaboration

Data-Informed Storytelling

Global & Cross-Cultural Growth

Leadership in High-Ambiguity Environments

## PROFESSIONAL EXPERIENCE

### Head of Creative Programs | Riot Games | Los Angeles, CA

- + Built Riot's first internal creative and marketing studio, shaping how League of Legends evolved from a game into a global cultural platform.
- + Developed community-first storytelling frameworks that balanced authenticity, creator trust, and scale across esports, publishing, and global markets.
- + Led cross-functional collaboration between product, esports, publishing, and creative teams to ensure narrative consistency across live services and content ecosystems.
- + Helped establish long-term audience engagement systems for a predominantly international player base (90%+ outside the U.S.), reinforcing Riot's global-first mindset.

### Senior Director Consumer Marketing | Activision | Los Angeles, CA

- + Led global brand strategy for AAA portfolio of franchises including Call of Duty, stewarding long-term narrative coherence across annual releases, live services, and community touchpoints.
- + Partnered with studios, product teams, and publishing to align creative expression with player expectations and franchise longevity.
- + Guided integrated marketing efforts across content, social, creators, and experiential, ensuring campaigns respected player culture while driving sustained engagement at scale.

### Director of Marketing Xbox & Zune | Microsoft | Redmond, WA

- + Contributed to the launch and growth of Xbox and Microsoft's first consumer music platform, Zune, helping define early platform-level storytelling and ecosystem thinking.
- + Worked across hardware, software, content, and partnerships to translate complex product propositions into accessible, human narratives.
- + Gained foundational experience operating inside a large platform organization balancing innovation, risk, and scale.

### Head of Brand Communications | Adidas | Portland, OR

- + Led brand strategy, integrated marketing and internal creative design across key North American categories, connecting global brand vision with local culture and community relevance.
- + Partnered closely with creative, product, retail, and athlete teams to deliver culturally resonant campaigns rooted in authenticity and long-term brand equity.
- + Operated at the intersection of sport, culture, and commerce, reinforcing adidas' role as both a performance and lifestyle brand.

### Head of Brand | Linqto | Los Angeles, CA

- + Led brand, product marketing, and communications during a period of rapid growth and increased regulatory scrutiny.
- + Navigated complex, high-stakes environments requiring disciplined narrative clarity, ethical decision-making, and close cross-functional alignment.
- + Strengthened messaging, positioning, and stakeholder communications while operating under conditions of uncertainty and constraint.

### Chief Marketing Officer | Unpaired Inc. | Zug, Switzerland

- + Helped define early-stage brand and go-to-market strategy for a Web3 platform operating at the intersection of creators, culture, and technology.
- + Balanced experimentation with audience trust, translating new technology into accessible value propositions without over-promising.
- + Drove community, creator, and tech platform alignment for immersive brand engagement.

### Founder | Studio Sugaree | Los Angeles, CA

Executive brand and marketing advisory focused on early-stage and scaling technology companies

- + Advise companies across gaming, entertainment, technology, and consumer platforms on brand strategy, narrative systems, and go-to-market clarity.
- + Partner with founders and leadership teams navigating scale, ambiguity, and category definition.
- + Client roster including Robinhood, Coinbase, Loft Orbital, and adidas.

## Additional Roles

### Chief Marketing Officer | One Restaurant Group | Los Angeles, CA

Revitalized Tender Greens through realignment with values-driven innovative brand DNA by aligning storytelling with experience design.

- + Expanded audience engagement 10x across social, loyalty, and CRM ecosystems.
- + Embedded sustainability and wellness culture into core brand strategy.

### Marketing Agent | CAA | Los Angeles, CA

+ Development and leadership of multichannel, multimillion dollar brand & product integration partnerships with Marvel Entertainment and the NFL for Dell and Sprint

### Strategy and Planning | BBH, Fallon, Publicis | New York & San Francisco

Levi's, Unilever, United Airlines and Sprint

## Academic Background

MBA | University of St. Thomas | 2004

BA | University of Minnesota | 1996