

# Ash Geary

CEO | Remark KK

Tokyo, Japan

ash@thinkremark.com | [LinkedIn](#) | [thinkremark.com](#)



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## Professional Summary

Dynamic CEO with 25+ years of experience in digital marketing, specializing in the strategic overhaul of transcreation and global market adaptation. Pioneered innovative digital strategies that enhanced brand positioning and consumer engagement worldwide. Published author and leader at Remark, a consultancy that merges data-driven insights with creative direction to elevate business presence and operational success on a global scale.

### Notable Achievements

- **Leadership in Crisis and Growth Scenarios:** Guided company strategy during the 2020 market disruptions due to COVID-19, implementing aggressive marketing tactics that capitalized on market retreats by competitors, resulting in unprecedented sales growth of \$1.8 million in profit over the previous year.
- **Revitalization of Tria Beauty:** Spearheaded the strategic overhaul that resulted in a 63% revenue increase at Triabeauty.com, enhanced the Return on Ad Spend (ROAS) by 118%, and elevated e-commerce conversion rates by 17% over the previous year.
- **Strategic Alliances and Brand Campaigns:** Orchestrated several high-profile marketing campaigns and strategic partnerships, leveraging both creative and technical expertise to drive market presence and brand recognition across diverse industries. Developed high-impact interactive content and advertising products for industry giants such as Microsoft, Sony, and Honda, significantly improving user engagement and client satisfaction.
- **Weather.com Creation:** Co-led the design of Weather.com and the development of the first interactive television applications for weather services, pioneering innovations in user interface design which are still influencing modern digital television UX and UI.

### Core Competencies

- Strategic Planning and Execution
- Digital Marketing
- Analytics
- Creative / Brand Strategy
- Client Relationship Management
- Cross-functional Team Leadership
- Agency Partner Coordination
- Innovative Problem Solving
- Strong Communication Skills
- Sales Strategy Development
- Project Leadership

## Professional Experience

- + **Remark, Tokyo, Japan**  
Chief Executive Officer  
November 2019 - Present
  - Formulate and execute innovative marketing strategies that resonate across diverse global markets, leading to significant brand growth and market penetration.
  - Drive the company's vision and strategic direction, delivering high-impact solutions that consistently achieve substantial ROI.
  - Lead a diverse team of creative and strategic professionals in a collaborative environment, fostering a culture of excellence and continuous improvement.
  - Implement process documentation to streamline and improve process quality.
- + **Pivot Creative Strategy, Tokyo, Japan**  
Creative Strategist  
April 2009 - February 2018
- + **Digital Monkey, Tokyo, Japan**  
Co-Founder  
2003 - August 2015
- + **CBS Interactive, San Francisco, California**  
Designer  
2005 - October 2008
- + **CNET Networks, San Francisco, California**  
Designer  
2005 - 2007
- + **The Weather Channel, Atlanta, Georgia**  
Senior Designer  
1997 - 2001

## Education

Georgia Military College  
Warner Robins, GA

## Notable Clients

- The Weather Channel
- CNET.com
- Symantec-Norton
- HP
- Microsoft
- Sony
- Honda
- American Heart Association
- Gatorade
- Adobe
- CBS Interactive

## Languages

- English (Native)
- Japanese (Basic)