

Kim Stiver

Senior Brand & Business Strategist

With almost 30 years of experience leading global brands through paradigm shifts ranging from going public to driving an aggressive M&A strategy, Kim blends art and science in her approach to strategic thinking, planning, and execution — whether the scope encompasses entire organizations, product line divisions, boards, or stakeholder groups. Her facilitation capabilities allow her to motivate high-performing teams by fostering a shared vision, instilling accountability, and empowering creative problem-solving.

As an accomplished executive leader with extensive experience developing and executing strategic growth initiatives across multiple industries, Kim's well-rounded background spans both B2C and B2B markets, including subscription-based business models, global product launches, market expansions, large-scale brand revitalizations, and corporate strategy development. Kim excels at evaluating market trends, conducting opportunity assessments, and formulating actionable plans to accelerate revenue growth, enhance brand equity, and foster innovation.

As a strategic advisor, Kim guides executive teams through collaborative planning workshops to align on core objectives, pinpoint areas for optimization, and build implementation roadmaps. She takes a data-driven approach to analyzing performance metrics, customer feedback, and competitive landscapes to identify catalysts for growth.

Adept at synthesizing cross-functional insights to unlock new markets, customer segments, and revenue streams, Kim's brand revitalization expertise enables her to reimagine value propositions and craft compelling content that resonates with target audiences. Her change management skills equip her to effectively navigate stakeholders through complex transformations..



Education & Certifications

- SMU Cox School of Business - Certification in strategic marketing planning & product development
- American Management Association - Certification in Finance for Non-Financial Executives
- Bachelor's degree in communication
- Award-winning business communicator and brand storyteller, including a regional EMMY Award and four Tellys

Value Creation Highlights

Implementing Strategy within a PE-backed Startup to Fuel a 20% Lift in Organic-Driven CAGR

Process: Partnered with C-Suite team to create an end-to-end long-range and short-term strategic plan with implementation support, up-skilled strategic leadership acumen, and facilitated organizational strategic buy-in.

Results: Strategic goals accomplished 33% faster than planned, doubled in size while maintaining an 85% engagement score, and a feature on the Inc. 5000 fastest-growing companies list.

Developing and Executing an M&A Strategy to Enable a Successful Exit and Retain Top Talent

Process: As a member of the C-Suite team, Kim developed an exit strategy with the founder, CEO, and board director, to target, pitch, and close the sale of the company.

Results: Successful sale above target asking to a much larger competitor while retaining top talent, nurturing the existing culture, and implementing a roadmap for continued innovation of the key product lines.

Revitalize a Beloved Consumer Brand to Diversify Customer Base and Surpass All Industry Benchmarks

Process: In partnership with the C-Suite team and board of directors, develop and generate a revitalized mission, vision, values, value proposition, go-to-market strategy, and brand revitalization plan to turn around a declining customer base

Results: Within 18 months of board adoption and full employee implementation, the award-winning brand revitalization strategy boosted enterprise performance, diversified the customer base with younger audiences, and catapulted market share by 20%.

Expertise At-A-Glance

- Strategic Planning and Organizational Implementation
- M&A Due Diligence & Investor Relations Support
- Product Development & GTM Strategy
- Brand Planning & Revitalization
- Crisis Communications & Reputation Management
- Change Management
- Stakeholder Relations & Consensus Building
- Customer Relationship Management
- Executive Presence & Media Relations Training
- Meeting Facilitation
- Market Segmentation & Audience Targeting



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