

Ronald S. Ridgeway

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www.RSRworks.net

<http://ArtLeadershipProgram.tumblr.com/>

Qualifications:

Ron Ridgeway, president of Ronald Ridgeway Inc., is a seasoned entrepreneur with over two decades of experience successfully launching strategic marketing design communications campaigns for world-class clientele including American Express, MasterCard, JPMorganChase, Hearst Corporation, Apple Computer, Sony, and the Hart Ski Corporation.

Ron provides creative art direction for developing intellectual property and brand identity design - including online, interactive, video and print production, advertising and promotion, exhibit design and environmental graphics, signage, and conceptual, site-specific art installations in various media.

Professional Experience:

- Managed award-winning creative teams, vendors, and suppliers to consistently deliver strategic marketing campaigns for over 100 clients including: Hearst, Chase, and Sony.
- Launched global brand designs and corporate branding programs for Fortune 100 clients
- Created successful marketing design communications programs from local nonprofit organizations to international corporations
- Developed business to business and corporate design systems for numerous financial companies
- Designed marketing communications design systems for Sony, Apple, and other technology-based companies including emerging start-ups
- Directed creative teams to build brands and awareness of B2B and consumer products and services
- Presented innovative concepts to clients and prospects for new business development and branding initiatives
- Executed 70 plus projects in 90 days for Hart Ski Corporation's brand relaunch campaign

Employment History:

- Ronald Ridgeway Incorporated: 1986-present; Art. Design. Experience. www.RSRworks.net

Education:

- The Cooper Union, New York, New York: BFA, 1975

Other:

- Board of Trustees, Senior Care and Activities Center, 2001-04
- Board of Directors, Studio Montclair Inc., 2001-03
- Who's Who in American Business, Heritage Press, 2004
- Adjunct Instructor, Minnesota School of Business, 2006

- Adjunct Instructor, Minneapolis College of Art and Design, 2007-08
- International Academy for Visual Arts Gold and Silver Communicator Awards, 2008
- Event Chair and Committee Member Orono Public Golf Course, Orono, MN, 2013-2015

In addition, Mr. Ridgeway is an artist/curator/director: TractorWorks Workplace Artworks, Director of Gallery One, Gallery One Eleven, Art Lab 111, and BchHaus Artists Retreat. Ridgeway is the Founder of the Art Leadership Program, an innovative collaboration bringing together local leading artists and corporate leaders to showcase art for the community to view and enjoy in unexpected spaces. Ronald Ridgeway's artworks are represented in public, private, corporate and museum collections.