



Ashley Bowen Cook

Associate Vice President/Brand Director

Managing a brand demands the multitasking skills of an air-traffic controller, the curiosity of an explorer and the personality of a diplomat. Ashley Bowen Cook delivers all three. In spades.

As the daughter of acclaimed aviation photographer Paul Bowen, Ashley learned more than the identifying features of various aircraft. She also received hands-on schooling in the importance of capturing and communicating a brand's essence, working with disparate teams of professionals – often with conflicting agendas – and how to make even the most arduous assignment fun.

Ashley's career took off after graduating with a bachelor's degree in journalism/corporate communications; first assisting with Bombardier Learjet's PR efforts, then joining Bombardier Flexjet's marketing department. She gained invaluable experience organizing top-of-the-line owner events and coordinating brand-building direct mail, promotions and collateral. Those years of being on the "client side" of the marketing relationship gives Ashley added perspective and empathy. She knows what clients are going through; she's been there herself.

Since bringing her considerable talents to Greteman Group in 2003, Ashley continues to grow her capabilities through national-level seminars and voracious reading. That hunger for finding better solutions has led not only to her account management responsibilities but also to her position as head of the agency's iTeam. The only thing this girl doesn't do? Cook.

PROFESSIONAL ASSOCIATIONS

American Advertising Federation of Wichita president, AAF club service award recipient, AAF Ad2 co-founder and first president, *Wichita Business Journal* 40 Under 40 honoree, Communities in Schools Evening on the Bayou committee, Swingin' Fore a Coz fundraising committee, Wichita Art Museum Contemporaries member, Young Professionals of Wichita member, Roots & Shoots volunteer.

PROJECT HIGHLIGHTS

Abode Home branding
Bombardier Flexjet offline and online marketing campaigns
Bombardier Learjet marketing materials and photoshoot
Kansas Health Foundation annual reports and outreach materials
Kansas Leadership Center identity and website development
Signature Flight Support branding campaigns and trade show support
Verus Bank renaming, identity development and marketing
Spirit AeroSystems recruitment branding initiative