



Ashley Bowen Cook

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 International Air & Space Hall of Fame and Kansas Aviation Museum Hall of Fame aerial 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's fractional jet program, Flexjet. 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.

As brand director for Executive AirShare, which we serve as agency of record, Ashley supports the client as a there-for-you partner. Working with aviation market researchers to inform our advertising strategy. Overseeing multifaceted media buys. Helping achieve pilot recruitment goals through highly targeted online posts. Attending quarterly sales meetings to understand what's happening on the frontline. Offering PR counsel and analyzing media-monitoring reports. Creating at-a-glance executive summaries of marketing results. Sitting in on client-testimonial interviews. Attending photo/video shoots. Flying with management to high-level client events where she essentially serves as an EAS team member. Ashley's worked into the wee hours of the morning and over weekends troubleshooting web-hosting issues, even though we didn't recommend the provider. That's the way she rolls. If the client needs help, she's there.

Ashley's 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 resourcing team. Off hours, Ashley puts her well-honed event-planning skills to work for the Wichita Aero Club, co-chairing its annual gala and volunteering at its annual golf classic. Speaking of which, Ashley definitely knows her way around the greens. Having a husband who is a golf instructor doesn't hurt. The only thing this girl doesn't do? Cook.

PROFESSIONAL ASSOCIATIONS

American Advertising Federation of Wichita past president
ArtsPartners board member
University of Kansas Alumni Association Wichita chapter officer
Wichita Aero Club board member
Wichita Aero Club Gala co-chair
Wichita Aero Club Trophy selection committee chair
Wichita Business Journal 40 Under 40 honoree

CLIENT EXPERIENCE

Associated Aircraft Group
Bombardier Business Aircraft
Bombardier Safety Standdown
Elliott Aviation
Embraer Executive Jets
Executive AirShare
Flexjet
Lewis Air Legends
Signature Flight Support
SmartSky Networks