



KELLY ASHTON BRADLEY

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Marketing Director, Brand Strategist

Kelly Ashton Bradley is a broadly experienced marketing executive, and authority on brand development for purpose-driven companies in hard-to-market industries.

With entrepreneurial spirit, she brings vision to life through strategic planning, and by harnessing the irresistible power of story and digital transformation. Driven by a powerful mix of creativity, idealism, and intellect, she intuitively spots opportunity and rallies people together to capture innovative thinking, seize competitive advantage, and drive profitable business growth.

Kelly is a resourceful leader who inspires and modernizes, while remaining grounded in the financial levers of business. Respected as a brand champion, and credible voice in decision making, Kelly earns a seat at the table wherever she serves.

Currently, as Marketing Director and Head of Brand at Hammond Iles Wealth Advisors, a privately held, investment and life coaching company, Kelly oversees the brand portfolio of a multi-million dollar organization. She spearheaded a digital marketing transformation and rolled out an investor education series with over 1,140 attendees. Kelly is now integrating M & A brands into the organization, and leading a major strategic shift in positioning from a functional investing focus to an enabler of life purpose.

Previously, as Director of Marketing and Client Relations for Kelly Financial Group, Kelly (no relation), led the successful rebranding to Hammond Iles Wealth Advisors, a 100% successor-owned company. During this time, she drove the acquisition of market share, establishing the PGS® brand and the company's CEO as recognized and credible players in the philanthropic planning arena.

Earlier, she founded and sold A Victorian Garden, Inc., an award winning experiential event company. She led a 27 person design and sales team and developed integrated marketing campaigns for national and international trade shows, winning major clients, United Technologies Research Center, Hartford Steam Boiler, and Pioneer Importing.

Kelly began her career in brand marketing with Tyrol & Mikan, and Cooper Advertising. She has held positions with Comstock, Ferre, & Co, America's oldest seed company, Crabtree and Evelyn, and consulted for VMWare, NetApp, Splunk, and Dell EMC technology events.

Kelly holds a Marketing Strategy Certification from Cornell University, MSc Master of Science in Marketing, University of Salford, 2019 and Graphic Communications R.G.D. from Canadore College of Applied Arts and Technology.

Kelly serves on the Board of Directors for American Marketing Association, CT and currently chairs the AMA Loop Conference. She gives back to her profession by mentoring others, and in 2014 founded Brand Labs™ marketing transformation workshops for entrepreneurial companies and startups. She speaks to industry groups and organizations on brand transformation.

"Kelly is a true and qualified professional with many admirable characteristics, including her proficient leadership and communication skills."

—Terry Parker, United Technologies
Research Center