



KELLY ASHTON BRADLEY

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

—Terry Parker, United Technologies
Research Center

Marketing Director, Brand Strategist

Kelly Ashton Bradley is a broadly experienced marketing executive, and authority on developing brands for purpose-led financial companies.

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's a resourceful leader who rallies teams, ignites fresh thinking, and turns competitive advantages into tangible, profitable business growth. Respected as a brand champion, and credible voice in decision making, Kelly earns a seat at the table wherever she serves.

Currently, as Director of Marketing for Toews Asset Management (a \$1.7B AUA boutique asset manager in NYC), shaping the brand and digital presence for a suite of managed risk ETFs, funds, SMAs and the groundbreaking Behavioral Investing Institute.

Prior to this, as Chief Experience Officer and Head of Brand at Hammond Iles Wealth Advisors, a Registered Investment Advisor, Kelly spearheaded a digital marketing transformation and rolled out an investor education series with over 1,140 attendees. Kelly integrated M & A brands into the organization, and most importantly, led a major strategic shift in positioning from functional investing to empowering clients to live and invest toward their life purpose.

Previously, as Director of Marketing and Client Relations for Kelly Financial Group, (no relation), she 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 a recognized thought leader in philanthropic and legacy planning.

Earlier, Kelly 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 and events 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 iconic brands, Comstock, Ferre, & Co, America's oldest seed company, Crabtree & Evelyn, and consulted for tech giants like VMWare, NetApp, Splunk, and Dell EMC technology events.

Kelly holds a MSc Master of Science in Marketing, University of Salford, Manchester UK; a Marketing Strategy Certification from Cornell University; and Graphic Communications R.G.D. from Canadore College of Applied Arts and Technology, North Bay Ontario, CA.

Kelly previously served on the Board of Directors for American Marketing Association, CT. She gives back to her profession by mentoring others, and in 2014 founded Brand Labs™ marketing workshops that help financial advisors differentiate and grow. She speaks to financial industry groups and organizations on purpose-led brand transformation as a catalyst for exponential growth.

Kelly and her husband live on a 1791 herb and sheep farm in Connecticut with Ivy, Winston and Ripley, rescue basset hounds who never met anyone or any food they didn't love. An avid gardener, Kelly authored an herb book for America's oldest seed company and has cultivated over 200 varieties of herbs. She teaches seasonal weekend workshops on the magic of growing and using fragrant herbs and flowers.