

Joe Bae

Brand strategy director

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Eight years of brand strategy at Wieden+Kennedy, Publicis, Havas and Giant Spoon, for Heinz, Ford, Walmart and HBO.

Recognition

TransAmerica Trail <i>Ford and Google Maps</i>	Bronze Clio, <i>Partnerships & Collaborations</i>	2026
	Bronze Clio, <i>Media: Digital/Mobile</i>	2026
	Webby Award, <i>Advertising: Auto</i>	2026
More Is Beautiful <i>The Asian American Foundation</i>	Gold Anthem Award, <i>DE&I Non-profit</i>	2025
	Shorty Award, <i>Multicultural Campaign</i>	2025
Irrational Love <i>Heinz</i>	Gold Clio, <i>Integrated</i>	2024
	Silver Effie, <i>Food</i>	2024
	WARC Awards, <i>shortlist</i>	
Toby the Vegetarian Vampire <i>Heinz</i>	Silver, One Show, <i>Social</i>	2023
	Bronze, One Show, <i>Influencer</i>	2023
	Webby Award, <i>People's Choice</i>	2023
Walmart Land <i>Walmart</i>	Gold Shorty, <i>Retail & E-commerce</i>	2022
Bleed for the Throne <i>HBO</i>	Gold Pencil, One Show, <i>PR</i>	2020
	Grand Clio, <i>Social Good</i>	2019
	Silver Clio, <i>Branded Entertainment</i>	2019

Experience

Wieden+Kennedy <i>New York, 2022–now</i>	Brand strategy director, since February 2026	
	Heinz global and US, Kraft, Ford US, Bud global, The Asian American Foundation	
	Senior brand strategist, 2022–2026	
Publicis <i>New York, 2021–2022</i>	Senior brand strategist	
	Walmart: Black Friday, Walmart Connect, Walmart Land	
Havas Village X <i>New York, 2020–2021</i>	Senior brand strategist, pharma	
	Narcan, Arena UC, new business	
Giant Spoon <i>2018–2020</i>	Brand strategist	
	YETI, Away, Synchrony Financial, HBO, Under Armour, new business	

Education

VCU Brandcenter <i>2016–2018</i>	MS, Brand Strategy
VCU <i>2010–2014</i>	BS, Advertising (Strategy)