

# Kris Sheehan

SENIOR COMMUNICATIONS & CREATIVE OPERATIONS LEADER

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## Professional Summary

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Senior communications and creative operations leader with deep experience shaping enterprise messaging and operationalizing scalable multimedia systems. Known for translating complex ideas into clear, effective communication and for building processes, platforms, and workflows that support consistency, efficiency, and trust. Proven partner to communications, marketing, and business leaders in complex organizational environments.

## Core Expertise

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- Communications Strategy & Delivery
- Cross-functional Partnership
- Workflow & Process Design
- Project & Program Leadership
- Creative & Multimedia Operations
- Stakeholder Engagement
- Content & Narrative Alignment
- Platform & Tool Evaluation

## Professional Experience

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### American Equity Investment Life Insurance Company

#### Senior Multimedia Communications Partner

September 2024 – Present

- Shapes enterprise-level communications and multimedia initiatives, partnering with Communications, Marketing, and business leaders to translate organizational strategy into clear, consistent messaging through scalable processes, frameworks, and workflows
- Leads evaluation and adoption of AI-assisted tools to accelerate content production workflows and expand team capabilities.
- Manage annual production budget, optimizing spend across internal resources and external agency partners

#### Manager, Multimedia Production

January 2023 – September 2024

- Led a multimedia production team including one direct report and external agency partners, overseeing prioritization, execution, and day-to-day delivery
- Established workflows and operating procedures to improve consistency, quality, and predictability

#### Additional Roles

August 2015 – January 2023

- Senior Multimedia Producer, Multimedia Producer, Video Production Artist

## **SageBrain**

**Founder**

**July 2025 – Present**

- Founded SageBrain to design and build thoughtful, voice-first technology centered on communication, clarity, and human-centered design
- Develops content strategy and brand voice across multiple consumer products
- Currently building SAGE, a calm companion designed to help the neurodivergent community express themselves and feel understood
- Owns product direction, experience design, and technical architecture end-to-end

## **Broadcast Journalism & Media Production**

**Photojournalist/Producer/Editor**

**2002 – 2015**

**KSTP-TV, WSPA-TV, WALA-TV, KBJR-TV, WDIO-TV, KOOL-TV**

- Produced and edited content across six television markets, developing expertise in deadline-driven storytelling, live production, and visual narrative for broad audiences.

## **Leadership & Professional Development**

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### **Toastmasters International**

**District Director**

**July 2022 – July 2023**

- Provided strategic leadership for a multi-division district, guiding direction, priorities, and long-term planning
- Oversaw operations, governance, and financial stewardship supporting member growth and program quality

**Additional Leadership Roles**

**July 2018 – July 2022**

- Program Quality Director, Club Growth Director, Division Director, Area Director

## **Education & Credentials**

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**Lake Superior College**

**2003**

Media Studies & Production

**LOMA**

**2019**

Associate, Secure Retirement Institute (ASRI)

**Toastmasters International**

**2020**

Distinguished Toastmaster