TIM WEINHEIMER

Global Marketing Executive | AI-Native Brand & Communications Leader | Speaker & Author

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EXECUTIVE PROFILE

Marketing executive who has led a **$25MM federal communications contract**, driven **15% YOY revenue growth** as CMO of an award-winning B2B agency managing **$20MM in agency revenues**, and built AI-native marketing organizations from the ground up, including a proprietary generative AI product and an industry-first AI visibility framework deployed across the food, beverage, and wine sectors. Served on Google's inaugural Public Sector Advisory Board. Two-time **SABRE Award winner** (Digital Agency of the Year 2024; Data-Driven Agency of the Year 2025). Sought-after speaker and published author on brand strategy and AI.

> **2026 Recognition:** Merit Award Gold, Business Strategy (VINTAGE²) · Best Winery AI Marketing Consultancy USA, Barrel and Bottle Awards (LUX Life Magazine) · Confirmed Speaker, 2027 DTC Wine Symposium · SAIWC Judge, 2nd Consecutive Year

CORE COMPETENCIES

▪ AI-Native Marketing Strategy	▪ Brand & GTM Strategy	▪ P&L Ownership & Revenue Growth
▪ Integrated Communications & PR	▪ Executive Team Leadership (43+)	▪ Cross-Functional Program Management
▪ B2B & Enterprise Marketing	▪ Crisis Communications	▪ Demand Generation & Email Marketing
▪ Data-Driven Decision Making	▪ McKinsey 7S & EOS Strategic Planning	▪ MarTech: HubSpot · GA4 · ZoomInfo · Cision

PROFESSIONAL EXPERIENCE

CMO & AI-Brand Marketing Strategist | The Weinheimer Group — 2016 – Present · Austin, TX

Brand strategy and AI-readiness consultancy serving food, beverage, and wine industry clients.

- **VINTAGE² (2026):** Created and deployed VINTAGE², a proprietary AI-driven marketing visibility system for the wine and spirits industry, from concept through award-winning launch.
- Merit Award Gold, Business Strategy · Best Winery AI Marketing Consultancy USA, Barrel and Bottle Awards (LUX Life Magazine, UK) · V d'Or and Stevie Awards submissions pending.
- Confirmed speaker, 2027 DTC Wine Symposium ("The Masterclass"); spoke at 2026 Wine Sales Symposium alongside Dr. Damien Wilson, Sonoma State; presented to the AI & Wine Discussion Group; inaugural guest on GEOGrow.AI webinar.
- Led and developed Hahn's AI Hackathon curriculum, applying Marketing AI Institute frameworks to build agency-wide AI-native culture, task forces, and adoption roadmaps.
- Launched omnichannel GEO-first brand marketing for Cork2Glass, a premium wine retailer: earned 5-star ratings on Google, Bing, Yelp, and Apple Maps within 120 days, ensuring AI search answer visibility.

Chief Marketing Officer / Chief Innovation Officer | Hahn — Jan 2020 – Dec 2025 · Austin, TX

Award-winning B2B marketing and communications agency · $20MM in managed agency revenues · 43-person cross-functional team.

- **Revenue growth:** Drove 15% YOY revenue growth leading agency-wide AI transformation: data intelligence infrastructure, predictive marketing, and measurable AI-native operating model.
- **SABRE Awards:** Won the 2025 Data-Driven Agency of the Year and 2024 Digital Agency of the Year SABRE Awards (North America), the industry's most competitive peer-reviewed recognition.
- Owned double-digit net revenue targets; sat on Advisory Board Committee governing strategic imperatives via EOS 90 system.
- Oversaw client service teams managing $20MM in agency revenues: Texas Department of Agriculture, Whataburger, Real Ale Brewing, El Paso Electric, Vital Farms Eggs.
- Directed brand marketing strategy for the BBQuest HULU series launch for Texas Beef Council: 1.5MM+ views, 10.7MM brand impressions, 500K+ social engagements.
- Managed naming, brand, and GTM production of FUSELIGHT®, an industry-first generative AI influencer ROI prediction product, from concept through launch.
- Directed email demand generation campaigns via Constant Contact: list strategy, segmentation, A/B testing, and performance reporting.
- Administered ZoomInfo (admin + Sales Advanced user) for new business prospecting and pipeline development.

SVP, Group Brand Account Director: Digital Strategy | Ketchum May 2011 – Jul 2016 · Washington, DC

Global communications agency (Omnicom Group).

- **$25MM federal contract:** Directed $25MM US HHS HITECH Act campaign: nationwide EHR provider adoption; oversaw brand launch of HealthIT.gov and CMS measurement reporting. Won PRWeek Best Public Sector Campaign and Gold SABRE Award.
- **Team leadership:** Built and led a 43-member cross-functional team from the ground up: hiring, org design, performance reviews, and federal GSA T&M contract compliance.
- Led brand reputation and crisis communications for The Heinz Endowments and Cleveland Clinic; directed GTM earned media strategy for Maxpoint Interactive ahead of its $95MM acquisition by Valassis.
- Staffed Ketchum's first digital strategy team from five members to 150 in five years.
- Led Omnicom's national MarTech RFI, selection, and standardization on Meltwater, Brandwatch, and Cision; delivered supporting trainings to Ketchum EMEA global teams.

VP, Digital Strategist | Ketchum Nov 2009 – Sep 2011 · Washington, DC

- Hired as the agency's first DC-based digital strategist across public affairs, healthcare, food & beverage, and government practices.
- Conceived and created the first Facebook progressive coupon campaign for Healthy Choice (ConAgra): 105,000 coupon shares in 72 hours.

VP & Managing Director, Integrated Brand Marketing | Brunner Jun 2006 – Oct 2009 · Washington, DC

- Grew $16MM digital, design, and direct marketing practice. Clients: IBM Center for the Business of Government, ASAE, Foundation for AIDS Research, American Bankers Association, NAB.

Earlier Career

Account Director · The Richards Group: Dallas Morning News, MetroPCS, Nortel Networks

Regional Account Supervisor · McCann Dallas: AT&T Southwest Region integrated advertising

Account Supervisor · DDB Worldwide Dallas

Co-Founder & Brand Marketing Director | Su Vino Winery 2000 – 2006 · Grapevine, TX

- Co-founded one of Texas's first award-winning custom wineries; commercial blends for Marriott, Hilton, and Gaylord Texan convention properties. Inc. Magazine Fastest 50 finalist; Dallas Business Journal Best Places to Work.

SPEAKING & THOUGHT LEADERSHIP

- 2027 DTC Wine Symposium · Confirmed speaker, "The Masterclass" · January 2027 · Monterey, CA (20th anniversary)
- 2026 Wine Sales Symposium · Speaker alongside Dr. Damien Wilson, Sonoma State · GEO and AI brand visibility · Bio permanently published at winesalessymposium.com
- AI & Wine Discussion Group · Second-ever guest presenter · February 2026 · Founded by Cathy Huyghe (Enolytics) and Nadia Kinkade (PEJU Winery)
- GEOGrow.AI Webinar · Inaugural (first) guest · Live September 10, 2026 · youtube.com/@GEOGrowAI
- Additional: data.world Corporate Retreat (keynote) · The Gathering (2024) · Social Media Week Austin (2x) · TX Wine & Grape Growers InterWINEd (2026) · Oregon Wine Symposium (2026)
- Books: The Robot Apocalypse | How Brands Can Survive and Thrive in the Age of AI · The Giving Will
- Adjunct Professor: Brand Advertising Campaigns, Southern Methodist University

EDUCATION & PROFESSIONAL DEVELOPMENT

- B.S., Political Science · Texas Tech University | WSET Level 3 Award in Wines
- AI & Data Literacy in Wine Certificate · Harvard Data Science Review (HDSR)
- AI Search Certificate · AdthenaHQ
- Global Energy Leadership Program · Rice Business, Jones Graduate School

AWARDS & RECOGNITION

2026: Merit Award Gold, Business Strategy (VINTAGE²) · Best Winery AI Marketing Consultancy USA, Barrel and Bottle Awards (LUX Life Magazine, UK)

Agency: 2025 Data-Driven Agency of the Year · 2024 Digital Agency of the Year (SABRE North America) · Gold SABRE: Research & Measurement · PRWeek Best Public Sector Campaign · ADDY · Web Health Award · Thoth Award

Entrepreneurial: Inc. Fastest 50 (Su Vino) · Dallas Business Journal Best Places to Work

ADVISORY & AFFILIATIONS

- Founding Member, Google Public Sector Advisory Board, Washington, DC
- Industry Partner, Willamette Valley Wineries Association · AI Marketing Educator
- San Antonio International Wine Competition · Judge, 2nd Consecutive Year (2026)