



HEIDI SCHOENECK

SENIOR CREATIVE ADVISOR, HEALWORLD LLC
EVP + EXECUTIVE CREATIVE DIRECTOR
GEOMETRY GLOBAL NYC + TEAM UNILEVER SHOPPER

Heidi has been inspiring people to buy for the entirety of her career. She has a diversity of experience in many facets of the marketing world—everything from activation, shopper marketing and consumer promotions, to retail design, brand advertising and direct marketing both on and offline. She has been leading Activation programs for many Fortune 100 brands (such as Unilever, Chick-fil-A, John Deere, P&G, Nestlé, Kellogg's, Nokia, The Home Depot, Lord & Taylor, Hallmark, L'Oreal and McDonald's) — adding more than 30 awards to her clients shelves.

Before joining Geometry 5 yrs ago, Heidi led creative teams at Leo Burnett/Arc Worldwide, FCB (Draft), Havas and Marketing Drive. Since joining, Heidi built and led the creative endeavor for Team Unilever Shopper, a WPP constellation solution while also taking on creative oversight for the New York headquarter office. Inspired by motherhood, her board positions on SheShouldRun and Freedom United, and her enviable network of influential friends and activists— Heidi is passionate about using her creative mind to drive positive change in the world.