

<h1>Ashley Pola</h1> <p>Strategic Brand Leader Narrative Architecture + Category Design (AI, Hardware-Software)</p>	<p>I design the positioning, narrative systems, and brand architecture that make complex companies coherent, then lead teams that execute from those foundations, transitioning products from “interesting” to category-defining</p> <p>My work spans AI, frontier technology, hardware–software platforms, and regulated markets where clarity is the primary barrier. I translate product complexity into narrative systems that scale across organizations, align cross-functional teams, govern decision making, and establish category leadership.</p>
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Narrative Architecture & Category Design | Global Brand Systems & Governance | AI & Hardware–Software Positioning | Brand–Product–GTM Alignment | Premium / Luxury Tech Brand Development | Cross-Market Brand Strategy (US, EU, APAC) | Brand Measurement & Strategic KPIs | Executive & Founder Narrative Development | Creative Direction & Design Systems | PR, Partnerships & Cultural Positioning

CalmWave | Head of Brand & Marketing (VP) — 2023–Present

- Architected the company’s full positioning, narrative architecture, and brand system from stealth through enterprise adoption
- Defined and launched new category (“Operations Health”), repositioning from point solution to system-level infrastructure
- Built narrative system used across product, sales, and leadership—driving cross-functional decision alignment
- Led brand evolution as product expanded, aligning story with platform reality and broader enterprise buyers
- Directed global storytelling, PR, campaigns, and design systems across multiple audiences
- Built and led hybrid team (internal + agency), enabling scalable, high-quality execution
- Designed and led experiential brand systems (events, environments, interactive assets) that made abstract problems tangible and drove high-engagement pipeline
- Generated \$10M+ in contracted revenue and built pipeline from \$0 to \$100M+ within first enterprise deployments
- Supported multiple funding rounds (Pre-Seed → Series A)

Vave Health — Head of Brand & Product Marketing — 2020–2023

- Built brand and product narrative for wireless ultrasound entering conservative medical category
- Designed positioning and category logic that established Vave as credible challenger vs incumbents
- Created early adoption engine (KOLs, clinical validation, storytelling) to drive trust and traction
- Introduced subscription/UaaS model aligning product with buyer behavior
- Led work that earned 7 global design awards and accelerated adoption
- Drove 70x revenue growth through eCommerce launch, subscription model, and early adoption strategy

Ekso Bionics — Head of Brand & Marketing Strategy — 2019–2020

- Rebuilt brand architecture for dual-market robotics company (clinical + industrial)
- Designed unified narrative system with differentiated audience logic—eliminating market confusion
- Shifted positioning from “interesting robotics” to **credible solutions partner** through proof-led narrative
- Introduced industry-first eCommerce and subscription models later adopted across category
- Led global brand system across NA, EMEA, APAC
- Expanded customer base by 98 accounts during strategic repositioning

Tesla — Brand Experience & Partnership Strategy — 2017–2018

- Led brand experience strategy for Model 3 public debut (LA Auto Show), generating 20K+ leads, ~\$50M pipeline, and national press coverage
- Authored showroom and delivery experience frameworks scaled nationally
- Built partnership strategy integrating luxury + cultural positioning
- Delivered 250+ live sessions onboarding ~20K customers, defining the delivery experience model now used across global markets

Dimension Express — Head of Brand & Strategy — 2022–Present (Contract)

- Repositioned and relaunched dormant SaaS platform through full narrative, pricing, and business model redesign
- Introduced AI-driven product strategy and automated data infrastructure at scale
- Rebuilt commercial foundation into scalable subscription model

Select Recognition & Media

- Fast Company *Innovation by Design*
- IDEA Award (Industrial Designers Society of America)
- GeekWire Innovation of the Year
- Inc. Best Workplaces
- Work featured in Forbes, WSJ, TechCrunch, Axios, Bloomberg