

FINE



We are FINE.

Media Kit



Hello. We are FINE.

We've been around since before the internet was a glimmer in Al Gore's eye. We've done great work for famous brands, but we're famously shy about tooting our own horn. We made this media kit thingy so you could do it for us. We were thinking glamour shot cover feature followed by global speaking tour about leading a new wave of industry-disrupting brand agencies. Or! Just a mention in passing in a mousetype footnote in a local blog post. It's really up to you. Throw us a bone here, we gotta get back to work.



**Clay Walsh**  
Marketing Director  
[media@wearefine.com](mailto:media@wearefine.com)  
[@clay\\_walsh](#)

Keep on keepin' on...



"FINE possesses rare talent. They demonstrated a knack for seeing the unique qualities of a firm and translating that into a design and a written voice that conveys just what we wanted, but on our own could never have accomplished with such precision."

**Craig Sherman**, Managing Partner, Meritech Capital

Oh, we've got a fact base. But truthfully, we're pretty touchy-feely. We believe brands create equity through emotional connection. We're precociously "A Brand Agency for the Digital Age." We exhort clients to "Bring Friends." But about those facts:

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**Founded**

'94

Born and raised in San Francisco. S-Incorporated 1998. Embraced Portland in 2007.

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**Best Schwag**



Anti Brand-Stank Soap. It's like a metaphor for our whole dang outfit. Plus, smells good.

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**Staff**

~45

Strategists, designers, developers, dreamers, do-ers, dog people, cat people, people people, good people.

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**Industries Invaded**



We've got a big history in Wine, Hospitality, Finance, AED, and Technology. But our future conquests could be anywhere.

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**Brands Served**

365+

These are clients we can think of right now. Sorry if we forgot you #367.

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**Locations**

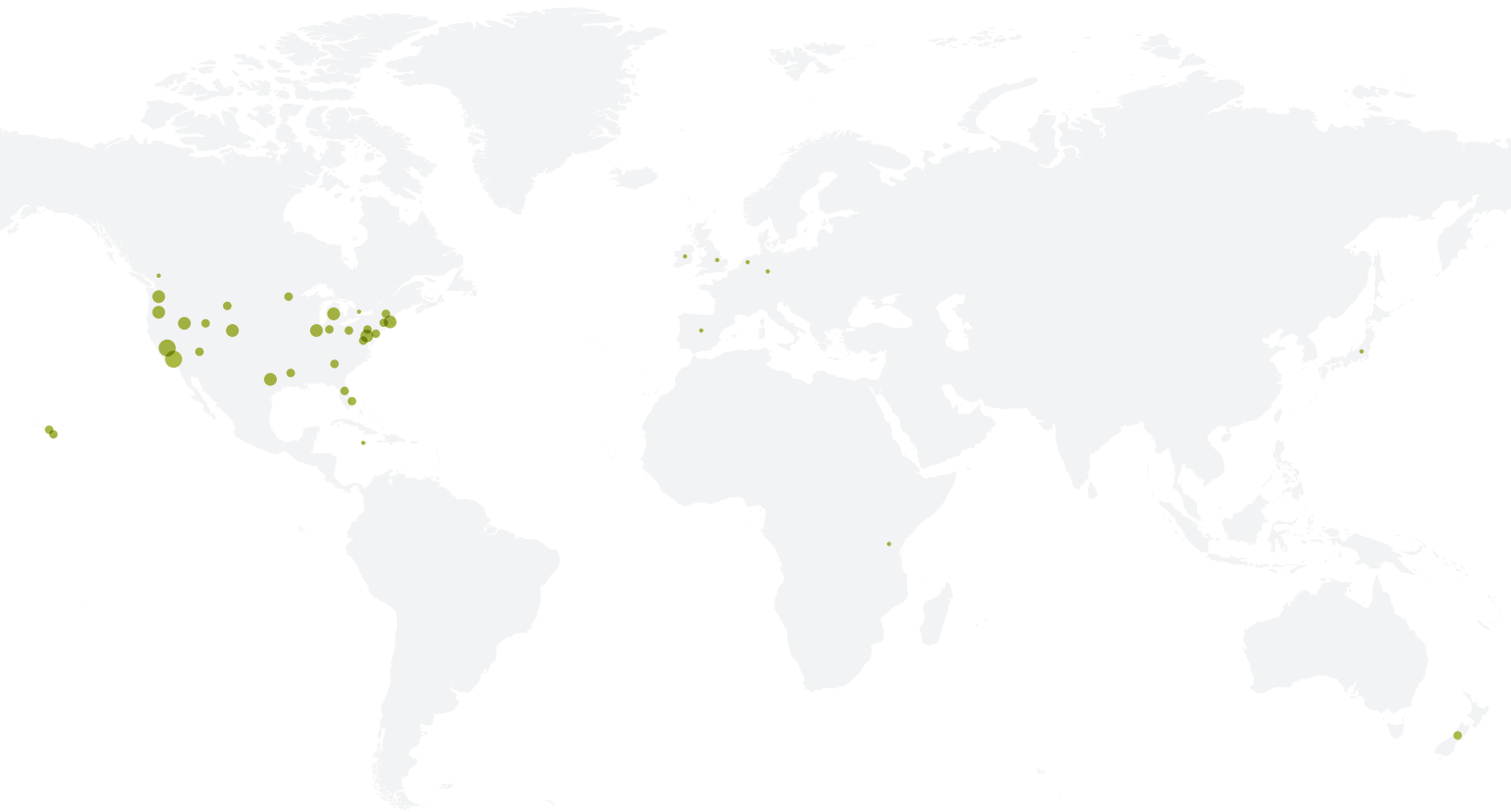


Now mostly downtown Portland. Outposts in San Francisco, Eugene, Los Angeles, Michigan, New Zealand, Switzerland.

"To say the work has been well received would be the understatement of the year...we've truly retaken the 'high ground' in the wine industry—we could probably give several other CPG industries a run for their money."

**Shawn Byrnes**, Vice President, Marketing,  
Ste. Michelle Wine Estates

We've made friends that do all the things in all the places. From Silicon and Napa Valleys to real and metaphoric locations everywhere.



Hospitality



Wine and  
Spirits



Finance and  
Professional  
Services



Consumer  
Tech



Architecture/  
Engineering



Real Estate



“A huge part of the value of the \$450 Million IHG placed on Kimpton was driven by our work in honing the brand with FINE.”

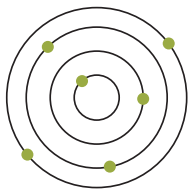
**Mike DeFrino**, CEO, Kimpton Hotels



“The team from FINE knows their business, and they took the time to understand our business. That made the creative and technical process for our website both efficient and effective.”

**Tom Murphy**, Co-Founder & Partner,  
Crestview Partners

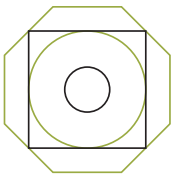
Our core product is our client’s core brand.  
We plan, create, and evolve brand expressions  
that define and differentiate companies.



**Plan + Strategize**

Visually engaging, actionable strategies inform tactics that help shape and differentiate a brand.

- Discovery Findings
- Tactical Roadmaps
- Brand Positioning
- Customer Journey
- Digital Discovery
- Content + Campaign Strategy



**Create + Build**

Owned brand elements express the look, feel, voice, and identity of a world-class brand.

- Naming & Taglines
- Brand Identity
- Core Brand Messaging & Assets
- Brand Guidelines
- Website Design
- Digital Platform Design
- Full-Build Digital Destinations



**Steward + Evolve**

Guide and expand core brand, create new owned tactics, revisit strategy.

- Brand Campaigns
- Brand Environments
- Roadmap-Driven Consulting
- Hosting, Digital Support Services



Great clients make for great work. Here's a small taste for the flavor of brands we work with.



**cloudera**

**KIMPTON®**  
HOTELS & RESTAURANTS

**CH2MHILL**

clarisonic



**XOJET**  
TAKE COMMAND.™



**HITACHI**



*Chateau Ste Michelle*



joie de vivre®  
HOTELS

**ACCEL®**  
PARTNERS

We've won way more awards than minimally required to honestly call ourselves "award-winning."






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Meet Fae. A FINE Content Management System.

We've created a monster.



Sites using FAE

100+

Stars on Github

455

Downloads

6529

#### Learn More

→ [Read about Fae on TechCrunch](#)

→ [Read the Press Release](#)

More information at [www.faecms.com](http://www.faecms.com)

Behind every brand is stuff you don't see that's key to delivering on the promise. Fae is the culmination of what we've learned about taking brands digital since the mid-90's. It's a free, open source disruptor to proprietary, restrictive tech platforms. And it's the foundation for the world-class, custom, scalable brand sites we create today.

# The three amigos and head-honchos.



**Kenn Fine**

**Partner & Creative Director**

Never Sits Still at FINE Since 1994

As FINE's founder and Executive Creative Director, Kenn has served as creative visionary, strategist, consultant, and confidant to our clients since day one, developing and growing dozens of award-winning brands along the way.

**Expertise**

Small Business Owner, Branding, Hospitality, Wine, Art Direction, Design

**Keep up with Kenn**

 [LinkedIn](#)



**Josh Kelly**

**Managing Partner & Strategist**

Enables Confidence Escalation at FINE Since 2004

Josh has held management positions at Publicis/DDB Needham, CBS Television, and Visa. Going into his 11<sup>th</sup> year at FINE, Josh has led the success of dozens of award-winning brands, such as Cisco, Hitachi, Aramark, Kimpton Hotels, Anchor Brewing, Symantec, and others.

**Expertise**

Client strategy, wine branding, content strategy, copywriting, marketing

**Keep up with Josh**

 [LinkedIn](#)

 [Twitter](#)



**Stephen Fine**

**Partner & Strategist**

Is Your Best Friend At FINE Since 1995

Steve initiated FINE's technology evolution in 1995, and has led the evolution of our team, capabilities, and client engagement. Steve does more than work with clients; he actively listens to strategically map ideas into blueprints.

**Expertise**

Technology, strategy, client partnerships, private equity

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# Our expert witnesses, deep divers, and opinion leaders.

"They make us look amazing. I can't imagine my business without their participation."

**Laura Lyons**, Founder, Global Gourmet Catering



## **Tsilli Pines**

### **Digital Creative Director**

Creates creative creative at FINE

Tsilli has been with FINE since 2002 and has launched countless award-winning projects for clients, large and small. She is also the founding Director of Design Week Portland, a festival encompassing hundreds of events that organizes Portland's design community as never before.

### **Expertise**

Design Week Portland, digital creative, branding, design, community building

### **Keep up with Tsilli**

 LinkedIn

 Twitter



## **Lori Dunkin**

### **Director of Operations**

Cooks minute rice in 30 seconds at FINE

A digital strategist, project and account manager, and company operator, Lori's been FINE for 10 years. Client highlights include working as the Lead Digital Strategist and Project Director on Kimpton Hotels, Ste Michelle Wine Estates, Clarisonic, Joie De Vivre Hotels, Auberge Du Soleil, Electronic Arts, and Symantec.

### **Expertise**

Project Management, Operations, Digital Strategy

### **Keep up with Lori**

 LinkedIn



## **James Kurczodyna**

### **Director, Applications Technology**

`#{Developer.find_by(name: 'James').tagline}`

Focusing mostly on client-side technologies, James fell in love with Ruby in 2011 and has been working on the server-side since. At FINE, he manages all server-side technology, tools, processes, and infrastructure. Highlights: Ste Michelle Wine Estates, Kimpton Hotels, and Fae.

### **Expertise**

Fae CMS, Ruby on Rails, development, back-end technology

### **Keep up with James**

 LinkedIn

 Twitter

“They took the time to get to know us before they started developing a concept. They learned about our business and story and designed a site that reflected our values—and who we are as people.”

**Leslie Frank**, Proprietor, Frank Family Vineyards



**Emily Bucholtz**  
**Brand Strategy Director**  
Guides brands to enlightened poses at FINE

With over 10 years experience positioning, developing and activating brands, Emily believes great brands have the power and responsibility to positively impact our world - and when built and executed well, they do just that. She is most interested in the role brand can play in bringing people together to create culture and sense of place.

**Expertise**

Brand strategy, hospitality

Keep up with Emily

- LinkedIn
- Twitter



**Liz Howe**  
**Director of Talent**  
Revs the people motor at FINE

With over a 15+ year career in people operations, Liz Howe, SPHR, is FINE’s inaugural Director of Talent, joining from Genesis Financial Services where she was HR Business Partner. She is helping FINE cultivate the most talented team in the agency’s industry.

**Expertise**

Performance Management and Career Development, Recruiting Strategy Development, On-boarding, Engagement, and Talent Retention.

Keep up with Liz

- LinkedIn
- Twitter



**Sarah MacKenzie**  
**Director, Search Optimization**  
Charms bots and spiders at FINE

With more than 15 years of industry experience, Sarah loves to help brands improve their search and analytics prowess. At FINE, she advises on all things SEO and Google Analytics. Highlights: Kimpton Hotels, Chateau Ste. Michelle, Mumm Napa.

**Expertise**

SEO, strategy, mobile, analytics

Keep up with Sarah

- LinkedIn
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**Relevant  
Press**

<b>Communication Arts</b> January 2018	→ An Interview with Digital Creative Director Tsilli Pines
<b>Portland Egotist</b> January 2018	→ Inside the Minds of FINE
<b>A List Apart</b> January 2018	→ No More FAQs: Create Purposeful Information for a More Effective User Experience
<b>The Drum</b> January 2018	→ Crafting Brands: A Modern Mindset With A Deep Past
<b>Creative Bloq</b> December 2017	→ Big Branding Trends to Watch Out for in 2018
<b>Communications Arts</b> November 2017	→ Feeling the Squeeze: On Changing the Business of Web Design
<b>Net Magazine</b> November 2017	The Future Of Web Design
<b>Work Design Magazine</b> October 2017	→ CEO's Talk Workplace: An Interview with Kenn Fine
<b>Campaign US</b> September 2017	→ Think Outside Your Vertical
<b>HOW Design</b> September 2017	→ 7 Branding Trends from FINE, an Agency for the Digital Age
<b>Marketing Communication News</b> August 2017	→ FINE Appoints Its First Ever Director of Talent
<b>Techcrunch</b> April 2017	→ Fae is a new open-source content management system based on Rails
<b>Agent Media</b> 2016	→ 6 of the Coolest Office Spaces in Portland
<b>Design EDU Podcast</b> July 2016	→ Tsilli Pines and Mark Hoffman of FINE

### Relevant Press

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#### ***Portland Egotist***

April 2015

→ [Mighty FINE: An Interview with SW-PDX Agency, FINE](#)

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#### ***Ad Week***

August 2015

→ [Fine Brothers Discuss Rebranding and the Future of Digital Agencies](#)

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#### ***Travel Pulse Magazine***

July 2014

→ [FINE and Kimpton: Reinventing the Hotel Website](#)

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#### ***Little Black Book***

2014

→ [FINE Relaunches Kimpton Hotels' Website with New Web-Experience](#)

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#### ***The Stevie Awards***

December 2012

→ [How Website Awards Winner's Redesign Received Worldwide Recognition](#)

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#### ***Entrepreneur Magazine***

2010

→ [Why, When and How to Move Your Business](#)

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#### ***Addis***

2015

→ [A Branding New Year](#)

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#### ***Communication Arts***

→ [Outshine, Supplant and Steal: FINE Design Group](#)

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## FINE Sightings

### Recent Appearances

**Adobe Creative Jam**  
Portland, 2017

→ Fine Participants: Mehran Azma, Art Director and Clay Walsh, Marketing Director

**Design Week Portland**  
2017–18

→ Web Sponsor

**Design Week Portland**  
Community Partner 2012–17

Tsilli Pines, Director of Digital and Design Week  
Founder and Festival Director

**American Marketing Association**  
Portland, April 2017

→ Sponsor and Keynote Speaker, Kenn Fine

**Sunset High School**  
Tech Talks, March 2017

→ Lisa Wright, Technical Writing and Other Technical  
Careers in Places You Might Not Think Of

**Refresh PDX**  
2016–17

→ Venue Sponsor

**Ibev Conference**  
San Francisco, 2014

→ Keynote Speaker: Josh Kelly







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