

Raphael Picciarelli

New York, NY
Portfolio: byraph.co
(917) 209-8443
rpicciarelli@gmail.com

Consulting Profile

Brand and experience strategist, engagement leader, and creative producer with 12+ years across global consultancies, independent practice, and executive leadership. Helps founders, agencies, and organizations clarify what they stand for and carry that idea into narrative, content, experiences, and the way teams work. Brings senior client leadership from Wolff Olins and SYPartners and direct institution-building experience from Williamstown Theatre Festival. Available for strategy, advisory, engagement leadership, and producing assignments in the U.S. and internationally.

Consulting Focus

- **Brand & Experience Strategy** — Positioning, narrative, audience relevance, creative direction, and the experiences that express a brand across channels.
- **Client & Engagement Leadership** — Senior client partnership, executive alignment, multidisciplinary team direction, and ownership from brief through delivery.
- **Organizational Alignment & Activation** — Turning purpose and strategy into narratives, behaviors, content, tools, and formats that teams can put to work.
- **Creative Producing** — Concept development, programming, collaborators, partnerships, budgets, and production across stage, screen, live experience, and brand.

Core Skills

Positioning & Narrative ▪ Audience & Experience Strategy ▪ Creative Direction ▪ Senior Client Partnership ▪ Leadership Alignment ▪ Facilitation & Convening Design ▪ Team Leadership ▪ Agency & Partner Management ▪ Budget & Timeline Management ▪ Live & Experiential Production

Professional Experience

Williamstown Theatre Festival

Williamstown, MA & New York, NY

Managing Director, Strategy & Transformation | 2024 - 2026

- Led creative and institutional strategy for a 70-year cultural institution, reporting to the Board with a remit spanning programming, brand, partnerships, fundraising, audience experience, and organizational strategy.
- Defined the proposition, programming architecture, and narrative for W71, connecting performance, conversation, and gathering in a broader cultural platform.
- Led the 2025 Festival reinvention: 100 events across four venues, 15,000+ attendees, 57% year-over-year box-office growth, 40% first-time audiences, and 17M+ digital impressions.
- Built and led the creative and experiential function, setting standards and collaborative processes across programming, content, environments, brand expression, and audience experience.
- Led 14 full-time and 100+ seasonal staff; directly managed senior leaders and people managers and oversaw their hiring, performance reviews, and development.

Independent Producing & Consulting

New York, NY & Los Angeles, CA

Film, Theatre, Brand & Experience | 2013 - Present

- Began in film and theatre production in 2013; expanded into brand and experience consulting in 2018, maintaining a selective practice alongside full-time leadership roles.
- Advise agencies, organizations, and founders on positioning, narrative, brand, and audience experience. Lead engagements as a senior strategic and creative partner, aligning stakeholders and carrying work from initial direction through delivery.
- Develop and produce stage, screen, live, and brand work; assemble collaborators and partners and integrate creative, financial, operational, and audience considerations. Selected independent brand work includes friend + folk.

Wolff Olins

New York, NY & San Francisco, CA

Associate Engagement Director / Senior Engagement Manager (Brand Consulting) | 2021 – 2024

- Led senior client relationships and multi-program brand transformation engagements across technology, travel, finance, and culture, from strategy and positioning through identity, experience, launch, and internal adoption.
- Owned end-to-end rebrand and activation mandates, aligning executive stakeholders, creative teams, and production partners across physical and digital touchpoints.
- Led and mentored multidisciplinary teams of up to 10 across strategy, design, writing, experience, and production.
- Selected engagements: **ConsenSys** / **MetaMask** (rebrand and global activation); **Expedia** (brand refresh and \$6M Explore experience); Allspring Global Investments and New York Botanical Garden (brand transformation).

SYPartners

New York, NY & San Francisco, CA

Program Manager / Program Coordinator (Strategy & Transformation Consulting) | 2018 – 2021

- Led organizational transformation, strategy, and experience engagements for global brands and mission-driven institutions, connecting leadership vision to narrative, content, systems, and activation.
- Ran engagements from senior-leadership convenings and strategic direction through creative development and delivery, integrating facilitation, content, identity, and live experience.
- Led cross-functional teams of up to 22 across internal stakeholders, client leadership, vendors, and production partners.
- Selected transformation work: **Hilton**; **PayPal** (\$5M marketing-transformation roadshow across four cities); **XQ** / **Emerson Collective**; **Legal Defense Fund**; **Schultz Family Foundation**; **Chopra Global**.
- Selected experience and content work: **Starbucks** (third-place experience); **AARP** (experiential programs); **Chief** (repeatable leadership-gathering formats).

Selected Engagements

*Positioning, activation
& community.*

friend + folk — independent practice

Defined purpose, positioning, brand pillars, character, and a narrative-led launch concept for an early-stage inclusive clothing venture.

ConsenSys / MetaMask — via Wolff Olins

Led the rebrand and global activation engagement, extending the identity into launch platforms and live experiences for a global developer and Web3 builder community.

Legal Defense Fund — via SYPartners

Facilitated senior-leadership convenings to shape vision and strategy, then helped translate that direction into strategic planning, a new identity system, and a national activation campaign.

Chief — via SYPartners

Built repeatable content and facilitation formats for intimate leadership gatherings, helping a growing national membership organization preserve connection as it expanded.

Recognition

The New York Times, Opinion contributor ▪ Eames Institute, 2026 Curious 100

Education

New York University — BFA, Drama | 2010 – 2013