



Lydia Davies

CMO · BRAND LEADER

EMAIL

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PHONE

281-753-5630

BASED

Houston, TX

WEB

www.lydiadavies.com

CAPABILITIES

- Brand Strategy
- Integrated Marketing
- Enterprise Marketing
- Executive Leadership
- Equity & Ownership Strategy
- Community & Culture
- Content & Production
- Partnerships & Sponsorship
- Go-to-Market
- Storytelling
- Talent & Influencer
- Event & Experiential
- Team Leadership

EDUCATION

Master of Education

Purdue University Global
2012 - 2013

BA Media & Marketing

University of Sussex, UK
2002 - 2005

CREATIVE EDGE

"From the stage to the boardroom - I build ventures that inspire, innovate, and scale globally."

CREATIVE ENTREPRENEUR · COMMUNICATIONS & BRAND STRATEGY · FOUNDER

Profile

Dynamic marketing and brand operator with 20+ years of experience building category-defining ventures from a blank page. From the stage to the boardroom, I blend artistry, entrepreneurship, and production expertise to deliver growth, cultural relevance, and unforgettable experiences. Experienced at executive level with enterprise brands and partners, and invested in the ventures I build through equity ownership and long-term value creation. Backed by a large sports, entertainment, and influencer network spanning athletes, artists, and creators with tens of millions in combined reach.

Experience

Mission Project

PRESENT

Board Member

- Serve on the board, advising on brand, marketing strategy, and community partnerships.

Osprey Collective

AUG 2023 - PRESENT

Founder & CEO

- Built a women's community and talent platform to 200+ clients across sport, entertainment, and business.
- Raised funding to launch and scale the venture across media, community, and talent.
- Produced 22 brand activations with 18 global partners, driving measurable lift in awareness and acquisition.
- Grew newsletter subscribers to 10K.
- Negotiated enterprise partnerships and equity-based talent and investor deals at executive level.
- Built an influencer representation roster reaching 20M+ collective followers.

eXp Realty

2018 - 2026

Real Estate Investor & Agent

- Closed over \$80M in residential real estate sales across luxury, investment, and new-construction segments.
- Led a personal portfolio of flips - sourcing, underwriting, design, and project management end-to-end.
- Advised high-net-worth clients and athletes on relocation and portfolio strategy.

TeeMatesGolf

MAR 2020 - AUG 2024

Founder & CEO

- Launched and scaled a youth golf app and community to 100,000+ downloads.
- Raised pre-seed funding and led investor relations, brand, and growth strategy.
- Organized 7 sold-out large-scale events bridging tech, sport, and culture.

Holly Blue Performing Arts Academy

JAN 2016 - MAY 2019

Founder & Director

- Founded and grew a performing arts school to 200+ students and 5 staff members.
- Designed curriculum, directed productions, and built deep community engagement.

Music Industry Tenure

2001 - 2015

Director / Artist / Producer / Label Owner

- Performed internationally as a singer-songwriter and recording artist under a major label.
- Launched and managed an independent record label - A&R, production, distribution, and brand.